
THE LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

PUBLISHER'S BINDING

5 - MAR 11
Copy v 1958

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 1 NEW YORK, U.S.A., MONDAY, JULY 1, 1957 TEN CENTS

Marcus Cites:

Need to Push Orderly Top Film Release

Increase in Attendance Is Predicted for Summer

By JAMES D. IVERS

There must be a united effort by exhibition and distribution to establish an orderly release of top attractions, Ben Marcus, president of Allied of Wisconsin declared at the weekend. The present policy of seasonal releases — big pictures in July and August and at Christmas time — is having the effect of teaching the public to stay home in droves, he added.



Ben Marcus

Interviewed in New York between phone calls to his office about bookings—"A problem you take with you

(*Continued on page 2*)

Telemeter Negotiating With Oceanside, Cal.

From THE DAILY Bureau

HOLLYWOOD, June 30 — International Telemeter Corp. has announced commencement of negotiations with Tele-Movie Development Corp. on its application for rights to install the Telemeter pay-television system in Oceanside, Cal. Tele-Movie Corp. is awaiting action by the Oceanside City council on the petition already filed with that body for a franchise permitting the wiring

(*Continued on page 6*)

Television Today

Page 6

New Wage Hikes for Theatre Employees Will Go Into Effect in England Today

From THE DAILY Bureau

LONDON, June 30—The new wage agreement between the Cinematograph Exhibitors Association and the National Association of Theatrical and Kine Employees, which had met much exhibitor opposition, goes into effect tomorrow. The agreement provides for pay rises from six shillings to 14 shillings (84 cents to $1.96) a week for projectionists, usherettes and cashiers. Cinema workers had their last raises of from six shillings to £1 (84 cents to $2.80) a week in December, 1955.

Many exhibitors have complained that the new agreement will take up much of their recent tax relief. They point to the latest Board of Trade statistics which estimate that wages and salaries account for nearly 42 per cent of the exhibitors' share of takings.

Documentary Films To Promote 'Bridge'

By VINCENT CANBY

Special promotion plans for Columbia's "The Bridge Over the River Kwai," involving a series of short documentary films made in the course of production of the film in Ceylon, were outlined here Friday by producer Sam Spiegel and Paul Lazarus, Columbia vice-president in charge of publicity, at the Columbia home office.

The press conference, also attended by the film's star, William Holden, was highlighted by the showing of three of the special short films designed for both TV and theatrical

(*Continued on page 4*)

Decision Is Reserved on Loew's Theatre Petition

Federal Judge Edmund L. Palmieri said on Friday he would reserve decision on the petition filed by Loew's Theatres for permission to construct a new theatre in Sunny Isles, Dade County, Fla.

Maurice Silverman, attorney representing the anti-trust division of the Justice Department, rounded out the government's position in the case Friday. He said the government would not support the view of those opposed to the new theatre that it, if built, should be restricted to subsequent-run product. Loew's opponents include Wometco Theatres of Miami and E. M. Loew, operator of the Gulf Drive-In Theatre and the Miami Drive-In Theatre.

Seven Theatres Reopen In Upper Midwest Area

Special to THE DAILY

MINNEAPOLIS, June 30. — Seven upper midwest indoor theatres which have been shuttered for varying periods of time have reopened for business. Only one theatre, the Majestic at Barron, Wis., has closed because of poor business after 50 years of operation.

Reopening are the Cannon, Cannon Falls, Minn., A. L. Fritsch; Kickapoo,

(*Continued on page 3*)

WB Outlook Bright, Warner Tells Meet

The outlook for the future of Warner Bros. is very bright, Jack L. Warner, company president, said in a message read to the home office convention of distribution executives and district managers which ended here on Friday. The optimistic viewpoint was seconded in addresses by Benjamin Kalmenson, executive vice-president, and Roy Haines, general sales manager, the latter of whom presided at the meetings.



Jack L. Warner

Both Kalmenson and Haines told the assemblage that box office prospects for forthcoming Warner films

(*Continued on page 3*)

SCC Staff Report

See Federal Control of TV Nets Possible

Lack of Competition In Industry Is Cited

By J. A. OTTEN

WASHINGTON, June 30. — Direct government regulation of television networks may be necessary if steps aren't taken to promote competition in the television broadcasting industry, according to a staff report released over the week-end by the Senate Commerce Committee.

Based on lengthy hearings the committee conducted last year into network practices, the report was prepared under the supervision of special television staff counsel Kenneth A. Cox. Although its release was unani-

(*Continued on page 6*)

FCC Invites Comments Of Anti-Pay TV Groups

From THE DAILY Bureau

WASHINGTON, June 30. — The Federal Communications Commission has decided to let interested parties file replies to the comments the commission has requested concerning a suggested field test of subscription television.

In making this decision, the FCC granted a petition filed last week by the Joint Committee against Toll-TV and the National Association of Radio and Television Broadcasters. Both parties asked for permission to file replies to the comments the FCC requested by July 8. The commission set July 22 as the deadline for filing replies.

Zenith Radio Corp. opposed the joint committee petition.

Allied EDC Holds Meet On Trade Problems

The Allied States Association's Emergency Defense Committee held an informal meeting here on Friday to take up the matter of print shortages, clearances, runs and other trade problems, it was learned. Among

(*Continued on page 6*)

PN1993 .M43

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Chicago today from New York. They are en route to Des Moines.

•

MARTIN MOSKOWITZ, 20th Century-Fox Eastern division manager, and GLENN NORRIS, Central-Canadian division manager, have returned to New York from San Francisco.

•

JERRY WALD and LEO MCCAREY, producer and director, respectively of "An Affair to Remember" for 20th Century-Fox, will leave the Coast next week for New York.

•

SAM SPIEGEL, president of Horizon Pictures, left here for London on Saturday via B.O.A.C.

•

SEYMOUR BORDE, Western division manager for Rank Film Distributors of America, and MORT GOODMAN, West Coast advertising - publicity representative, have left Los Angeles for San Francisco.

•

HARRY WEISS, former RKO Radio salesman in Cleveland, is visiting there from Boston, where he is now associated with a record company.

•

MARILYN DIVACK, of the United Artists legal department, has announced her engagement to KENNETH KATZ.

•

BURT LANCASTER is in Philadelphia today on the first leg of a tour in behalf of "Sweet Smell of Success."

Social Affair to Mark 'Key' Opening in Phila.

Some 150 industry figures, headed by Kenneth Hargreaves, president of Rank Film Distributors of America, will attend an invitational cocktail party at the World Theatre in Philadelphia tomorrow to mark the opening of the Rank Organization's "The Third Key" at the newly-renovated Pathe Cinema Corp. theatre.

Hargreaves, along with other RFDA executives, including general sales manager Irving Sochin, Geoffrey Martin, director of advertising, publicity and exploitation, and regional manager Robert Folliard, will act as host at the afternoon function which also will be attended by the British Consul General in Philadelphia, Geoffrey W. Aldington, O.B.E., and Consul B. H. Wilcox.

Orderly Film Release Urged

(Continued from page 1)

day and night"—and his plane flight home, the Allied leader declared that a steady flow of product would generate enough momentum to carry theatres and distribution through the slow spots and keep the public coming to the box office.

Decries 'False Economy'

Marcus linked this problem with that of print availability which he blamed on "false economy" on the part of distributors, asserting that the result of both conditions is "a starvation diet which is letting the theatres die of malnutrition."

In spite of the severe slump in April and May, the Wisconsin president predicted a tremendous increase in attendance this summer and on the long term outlook declared that even though changing conditions may force even more theatres to close enough will remain to make the industry the leader in the entertainment field and "the biggest box office of all—and that includes television either pay or free."

Will Remodel Four Theatres

He's backing this confidence with dollars, too. This year he has contracted to spend $250,000 to remodel four theatres in his circuit, in Green Bay, Appleton, Neenah and Wauwatosa and, although he has been forced to make economy cuts he declared he will increase his advertising budget for all of his theatres.

"The public," he said, "is shopping for pictures today. They are more selective than ever. But I do not believe there will ever come a time when they are going to confine their entertainment to their living rooms. We are a gregarious people. We are going to want to go out for our entertainment."

Pleads for More Prints

The cutback on prints became critical about a year ago, Marcus said, and is now proving a positive detriment to business. "What good does it do a merchandiser," he pointed out, "to spend huge amounts advertising and promoting a product, preparing the public to look for it, and then not have it available when they want it?" The cost of the few extra prints needed, he said, is minute compared to the loss in permanent patronage which results. In many cases, he pointed out, the saving is eaten up anyway in the cost to the distributor of phone calls and shipping involved in "borrowing" prints from one exchange area to serve another.

For the smaller pictures which do not involve a major budget for national advertising Marcus advocated the territorial or regional release plan in order to save print costs.

The multiple run plan, being used more and more in the large metropolitan areas he praised as a new merchandising method which is the kind of plan needed to adapt the industry to changing conditions. The public is being trained, he pointed out, to do their shopping locally, avoiding the big downtown areas.

In addition to a better and more even flow of product, Marcus asserted, new faces must be developed. "The audience today has changed," he said. "We have lost the older people. The people who come to our theatres are the teen-agers and the young married couples. We must make pictures for them and we must develop new stars for them."

Sees 'Evaluation' as Vital

In this, he declared, exhibitors must help distributors and producers by not demanding old established names and by not setting these names as the standard by which pictures are judged. "We must evaluate them," he declared, "on the basis of their entertainment value to this new audience."

Minimum Wage Board To Meet Here Today

Nine members of a New York minimum wage board to review standards in the amusement and recreation industry will be sworn in this morning by Isador Lubin, industrial commissioner, at 11 A.M. at 80 Centre St. The new board will hold its first meeting immediately afterward.

Emanuel Frisch, board chairman of the Metropolitan Motion Picture Theatres Association, Inc., is the industry's representative on the board, which has three members each from the public, management and labor. The wage board will conduct a study of wages in the industry, hold public hearings to gather additional opinions and information and recommend to the industrial commissioner any revisions in the existing wage order deemed necessary and desirable.

The current minimum wage standard for the amusement industry, established in April, 1951, sets an hourly minimum of 75 cents for workers with some variations based on size of community or specific occupations.

'Love' in Canada

Billy Wilder's "Love in the Afternoon" has been set for a Canadian premiere at the Imperial Theatre in Toronto on July 19, it was announced at the weekend by Morey R. Goldstein, vice-president and general sales manager of Allied Artists.

PCC Raised $1,201,788 In Drive, a 4-Year Record

From THE DAILY Bureau

HOLLYWOOD, June 30. — Th Permanent Charities Committe raised $1,201,788 in its annual driv ended today, according to the fina report, made by chairman Jerr Lewis. The amount is $40,000 great er than that reached in the pas three campaigns.

Tabulation shows 22,684 studi and allied-crafts employees average $52.98 contributions, believed to b the highest average-per-person figur achieved by any industrial fund rais ing campaign in the nation.

Slate ITOA Officers; Hospital Drive Heads

New officers were nominated fo the new fiscal year at a meeting o the Independent Theatre Owners As sociation here late last week. Nomi nated as president was Harry Brandt Max A. Cohen, first vice-president William Namenson, second vice president; Julius Sanders, third vice president; Norman Leff, fourth vice president; Leon Rosenblatt, treasurer Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.

Nominated for the board of direc tors were Samuel Einhorn, Norman Elson, Sam Freedman, Bob Goldblatt Al Green, Jack Hattem, Jack Heyman Ben Knobel, Sam Koenig, Larry Kurtis, Murray LeBoss, Martin Levine Al Margolies, Melvin Miller, Irving Renner, Ray Rhone, Jack Rochelle Tom Rodgers and Murray Schoen.

Rogers Co-Chairmen Named

Other activity at the meeting included the appointment of Levine general manager of Brandt Theatres and Edith Marshall, of John C. Bolte Theatres, to serve as co-chairmen of ITOA participation in the Will Rogers Memorial Hospital audience collection drive in August.

The entire ITOA membership pledged cooperation in the drive at the meeting.

FILMS *for Denmark Iceland and West Indies*

Producers or distributors with American feature pictures available for Denmark, Iceland and the West Indies are invited to communicate with the Cinema Service Division of Quigley Publications, 1270 Sixth Avenue, New York 20, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

WB's Outlook

(*Continued from page* 1)

ure the "brightest in the company's history."

"Between now and the first of the new year we will be presenting some of the strongest entertainment productions ever to bear the Warner Bros. shield," Kalmenson said. "We will start the new year with a lineup of outstanding productions and we are assured of a continuous flow of top product from our Burbank studios."

Adding to Story Properties

In his message, Warner said: "There will be no letup in our drive to maintain and further establish the position of entertainment leadership Warner Bros. has enjoyed since the company's founding. With many of the current best-selling novels and top Broadway stage hits on our completed or in-preparation schedule, we are constantly adding to our preeminent story properties. We also are negotiating important deals which will continue to bring to Warner Bros. the finest, most imaginative creative talent."

Public Relations Stressed

A presentation for merchandising the summer and fall releases was made by Robert S. Taplinger, vice-president and director of advertising and public relations; Gil Golden, national advertising manager, Meyer M. Lutner, national publicity manager, and W. W. Brumberg, head of the field exploitation staff.

Gina Lollobrigida Cast

HOLLYWOOD, June 30 — Gina Lollobrigida will portray the Queen of Sheba in "Solomon and Sheba," to be produced by her company in association with Edward Small and Arthur Hornblow for United Artists release, it was jointly announced on Friday. King Vidor will direct from a script by Julius Epstein and Crane Wilbur.

Aldrich, UA Sign for 2

HOLLYWOOD, June 30 — Associates and Aldrich Co. will produce two pictures for United Artists release under a new contract announced at the weekend. One will be "Snipe Hunt," psychological mystery; the other will be based on John O'Hara's story, "Now We Know."

Figaro Board to Meet

The annual meeting of stockholders and a meeting of the board of directors of Figaro, Inc., will be held at the office of the company here on July 8 at 11:00 A.M.

Rob Baltimore House

BALTIMORE, June 30. — Two thieves held up the cashier of the Hippodrome Theatre here at closing time and escaped with $208. Owner of the theatre is Isador M. Rappaport.

REVIEW:

Battle Hell

Wilcox-Neagle—DCA

A MOTION PICTURE not apt to endear the British peoples to the Chinese Reds, but one which may tell American audiences something of what happened in Asia through involved Oriental and Occidental relations. It is the story of H.M.S. Amethyst, engaged in a peaceful mission, carrying supplies up the lower reaches of the Yangtze River, to Nanking, in the spring of 1949. With diplomatic clearance, and no warlike intention, she steamed past the guns of the self-styled "People's Liberation Army" in the height of China's civil war, and was attacked without warning. A small vessel, in river traffic, she had no opportunity to defend herself. Blasted again and again, at point-blank range, the Amethyst went out of control and ran aground, with many of her crew dead and wounded.

Help arrived, as a result of her desperate radio messages, in the person of a young naval attache, Richard Todd—remembered for his role in "A Man Called Peter"—who raced overland to take command of the stricken ship, pinned down helplessly by the Reds. He deals directly with the local Communist boss, a crafty war lord named Colonel Peng (Akim Tamiroff) who wants only confession from the British for their "offense" in the attack—a rank fabrication which the British crew will not admit. The delivery of the ship, the flight down river to rejoin their fleet, the courage of the crew and their commanders make a brilliant revelation of bravery, and also the apparent duplicity of their Chinese captors. Obviously, this wasn't made on the Yangtse River, as we remember it in the "National Geographic"—but it is convincing and thoroughly entertaining documentary history.

There are three and a half pages of cast and credits, as compared with two pages of synopsis, furnished for this screening—so we can tell you that it has been well produced with British skills, and with every man at his place of duty. All of the cast are excellent, as is the direction by Michael Anderson, for the Herbert Wilcox production.

Outside of Todd and Tamiroff, there are few whose names are known in this market, but the performances turned in will be a credit to our screens, in whatever or wherever local situations may be engaged. It isn't an "art" picture—nor is it just another war picture, for this is high adventure, against a seamy page of history which is still aligned against us in current affairs.

Running time, 112 minutes. General classification. Release, not set.

WALTER BROOKS

British Exhibitors See 20th-Fox's 'Big Show'

Special to THE DAILY

LONDON, June 30. — More than 2,000 persons were present Friday at the first showing of 20th Century-Fox's product reel, "The Big Show," at the Carlton Theatre. The London presentation signalled the start of showings in all the major cities of Europe.

20th International president Murray Silverstone and Albert Cornfield, 20th's supervisor for Great Britain and continental Europe, and James F. Pattinson, managing director for Great Britain, hosted the feature's debut and met with British exhibitors to discuss further showings throughout the British Isles.

Columbia Dividend

Columbia Pictures announced Friday that the board of directors has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on August 15, to stockholders of record at the close of business on Aug. 1.

Seven Reopen

(*Continued from page* 1)

Gays Mills, Wis., Mrs. Marie Coyne; Rose, Melrose, Wis., H. W. Rucker; Ulen, Ulen, Minn., Osborne Evans; Waverly, Waverly, Minn., Elmer Putnam; Capitol, Parker, S. D., L. E. Jorgensen; and the Twin Kiss (formerly White Warrior), Doland, S. D.

Meanwhile, the Boyceville, Wis., Press editorially complimented the nearby town of Prairie Farm (pop. 335) for supporting its 250-seat Prairie Theatre.

"Don't let it get away from you," the editor admonished, "because it's wonderful entertainment and certainly fine amusement for the children as well as adults. Down at Two Rivers, Wis., population of about 10,000, they lost their theatre and the businessmen have been mighty sorry ever since."

92 Book 'Joan'

Otto Preminger's "Saint Joan" has been set for 92 key bookings within the next three weeks by United Artists.

PEOPLE

Mrs. Edna R. Carroll, former chairman of the Pennsylvania State Board of Motion Picture Censors, has been installed as president of the Business and Professional Women's Club of Philadelphia.

□

Seymour I. Feig, formerly of the sales and legal departments of RKO and more recently with Walt Disney Productions, has joined the legal department of Columbia Pictures.

□

Bernard E. Narin formerly treasurer of Raymond Rosen & Co., Philadelphia, has been elected treasurer of Jerrold Electronics Corp., of that city.

□

Nils Asther, veteran film actor, has joined the staff of Louis W. Kellman, independent producer in Philadelphia as special representative.

□

Sen. Preston Smith of Texas, former president of Texas Drive-in Theatre Owners Association, has been named chairman of that organization's 1958 convention.

□

Ted Howard, who has headed his own public relations office for the past 20 years, has been engaged by Warner Brothers home office publicity department to handle special exploitation in connection with the national release of "The Prince and the Showgirl."

□

Jack Sage, who has been with the Jam Handy sales division in Detroit, has resigned and has returned to the fold of United Detroit Theatres as manager of the Romona.

□

John Nirenberg, formerly with Stanley Warner Theatres in Philadelphia, has been named general manager of the Arcadia Theatre there, also serving in similar capacity for the other houses in the area operated by the Shapiro family.

□

Raymond Conner, who managed the Roxy Theatre, Atlanta, during its two years of Cinerama operation, has moved on to another Cinerama post at the Roosevelt Theatre, Miami, Fla.

20th-Fox to Release Six Films in July

Leo McCarey's "An Affair to Remember," Jerry Wald's first production for 20th Century-Fox release, heads a list of six attractions to be released nationally and in New York by the film company in July.

The others are "A Hatful of Rain," "Bernardine," "The Abductors," "Apache Warrior," and "God Is My Partner."

Teaser ad and 1-Sheet



SOON THE SHOWMANSHIP OF WARNER BROS. WILL BE SEEN AGAIN IN "THE CURSE OF

FEATURE REVIEWS

The Giant Claw

Columbia

HOLLYWOOD, June 30

Science-fiction enthusiasts are given a double workout by this Sam Katzman production directed by Fred F. Sears and played out proficiently by Jeff Morrow, Mara Corday, Morris Ankrum, Edgar Barrier and other dependable performers. The picture gives followers of this type of melodrama their first enjoyable workout in granting the possibility that a bird big enough to gobble down airplanes and railroad trains without showing up on radar screens or succumbing to rocket and cannon attack might exist, and their second in accepting the scientific apparatus employed in bringing the bird to a watery grave at picture's end. Producer, director and players work together well.

Unlike most stories hinging on the activities of abnormal creatures, this one brings the monstrous bird into audience view immediately and reveals it repeatedly, at long range and close up, thereafter. The script by Samuel Newman and Paul Gangelin opens with Morrow, an electronics engineer in Air Force employ, piloting a plane solo in a test flight with Miss Corday and Officer Ankrum recording his readings via radio. Suddenly a huge shape flies over his plane and he reports it at once as a UFO (unidentified flying object).

Radar does not pick it up, however, so he is disbelieved on landing and accused of perpetrating a prank. Steadily thereafter his report is duplicated by others received from various planes, still without radar corroboration, and finally, after the flying monster has devoured several planes and people in flight, the nations of the terrorized world pool their most powerful weapons to slay it. But bullets and bombs bounce off of its impregnable body. The means by which Morrow succeeds in dealing death to the creature is as surprising as the existence of the bird itself. Ralph Hammeras and George Teague created the technical effects, some of the best ever devised.

Running time, 73 minutes. General classification. Release, in June.

WILLIAM R. WEAVER

Trooper Hook

Fielding—UA

HOLLYWOOD, June 30

Joel McCrea and Barbara Stanwyck have grown-up story material to work with in this Sol Baer Fielding Production and they give it their experienced and excellent best, with Earl Holliman, Edward Andrews, John Dehner, Rudolfo Acosta and others in a large cast measuring up stoutly to their standard. Under steady direction of Charles Marquis Warren they give the story by Jack Schaefer and screenplay by Martin Berkley, David Victor and Herbert Little, Jr., the impact of powerful performances consistently maintained.

The picture, adult in the correct sense of the word, is likely to play to rising grosses.

The story opens on an Indian massacre of a small detachment of U.S. Cavalry, promptly followed by arrival of a larger force which captures the Apache war party under Chief Nanchez. McCrea plays Trooper Hook, whose orders are to take Nanchez prisoner and bring him in, and Miss Stanwyck plays Nanchez's white wife, Cora, and mother of his small son, Quito, played by Terry Lawrence. Although McCrea's men resent his kindness to Cora, who turns out to have been captured by Nanchez on her way from the East to join her rancher husband, Dehner, and forced to marry him, he sets out to take her and the boy to Dehner's home near Tucson. First, however, he delivers Nanchez to his superiors at a fort from which the prisoner shortly escapes to rejoin his braves and ambush the stage coach in which his son, wife and McCrea are riding.

For much of the running time the picture centers around the journey of the stagecoach through magnificently photographed terrain under menace of Apaches bent on getting possession of the Indian boy. But it is not until McCrea has delivered Cora and Quito to Dehner, who is willing to accept Cora but not the boy, that the story rises to its climax and rushes to a dramatic conclusion.

Running time, 81 minutes. Adult classification. Release, in June.

W. R. W.

Documentary

(*Continued from page 1*)

distribution. Two of the films, each running about three and one-half minutes, were specially made for insertion in newsreels, while the third was a special clip made for showing on the Break the Bank TV show.

The company has set a budget of $250,000 for preparation and distribution of these films. They were edited from over 40,000 feet of film shot on location by a special unit and cameraman and tell the story of the making of the picture under what both Holden and Spiegel agreed were "primitive conditions." The program includes 10 three-and-one-half minute new features, plus two featurettes, one running 30 minutes and the other 15 minutes. The latter, said Spiegel, are now being edited by the film's director, David Lean, in London.

Expects Maximum Coverage

As a result of these short documentaries, Lazarus said, "The Bridge Over the River Kwai" should obtain "the most comprehensive coverage any film has ever received" in a pre-selling campaign. In addition, the special camera crew shot other material for use on upcoming TV shows to be seen in the fall. All the material was shot in standard black-and-white, because, according to Larazus, it is impossible to suggest on TV the scope and color of CinemaScope and Technicolor in which the feature was made.

"Bridge," which co-stars Alec Guinness and Jack Hawkins, was filmed entirely on location in Ceylon and will be released before the end of '57.

Rites for Yearsley

HOLLYWOOD, June 30.—Private funeral services were held here yesterday for C. L. Yearsley, 79, who succumbed Thursday to a heart ailment. Long inactive in the industry, the deceased had been advertising-publicity director of First National Pictures in 1917, continuing with Warner Brothers after that company acquired FN. His widow survives.

'Sweet' Sets Record

Hecht, Hill and Lancaster's "Sweet Smell of Success" has set an all-time United Artists record at Loew's State Theatre on Broadway with a first-day gross of $7,261.

Minnesota Exhibitors Set Special Division

Special to THE DAILY

MINNEAPOLIS, June 30.—Minneapolis and St. Paul independent theatre owners, who have been meeting informally for several months to discuss trade problems affecting the metropolitan sub-runs, have now formally organized and will operate as a special division within the framework of Exhibitors' Trade Association, formerly North Central Allied.

Heading the new group will be Martin Lebedoff, of the Capitol Theatre, St. Paul, president; Mike Engler, Hopkins Theatre, vice-president, and Henry Green, secretary-treasurer, a post which he now holds with ETA.

Lebedoff said that the new group will meet "whenever necessary" and will confine its activities to handling problems which are limited to the Twin Cities and its suburbs, such as labor relations, availabilities, etc.

Minn. Anti-Trust Suit Scheduled September 4

Special to THE DAILY

MINNEAPOLIS, June 30. — Minneapolis Federal district court calendars will shortly be clear of the last of the anti-trust treble damage actions which came in the early years following the signing of the Paramount Consent Decree almost a decade ago.

The last of the series, the Hollywood Theatre suit brought by Abe Kaplan and Charles Rubenstein, will be called for trial before Judge Gunnar H. Nordbye Sept. 4, Lee Loevinger, counsel for the plaintiffs, disclosed here. Kaplan and Rubenstein are seeking $500,000 triple damages, claiming that the Hollywood, a northeast Minneapolis neighborhood theatre, was discriminated against in booking and playing position by major film companies and theatre circuits.

A number of similar cases were filed in Minneapolis, but only two of them actually came to trial. In the first, Saul and Martin Lebedoff won a $125,000 judgment against the majors. In the second, William and Sidney Volk failed in the demand for damages and to have their deluxe Terrace Theatre in suburban Robbinsdale designated for a preferential run.

One of the Newspaper ads.

'THE CURSE OF FRANKENSTEIN' WILL HAUNT YOU FOREVER!



WARNING FROM WARNER BROS.

Our 'House of Wax' was like no other horror entertainment. We top it now. The wild terror of this story sets a new standard in blood-chilling realism. Be warned!



THE CREATURE CREATED BY MAN AND FORGOTTEN BY NATURE.
No one who saw it lived to describe it!



IN WARNERCOLOR

ALL NEW AND NEVER DARED BEFORE!

Not recommended for people of nervous disposition.

PLEASE TRY NOT TO FAINT

STARRING PETER CUSHING • HAZEL COURT • ROBERT URQUHART AND CHRISTOPHER LEE
Screen Play by JIMMY SANGSTER • Directed by TERENCE FISHER • Executive Producer MICHAEL CARRERAS

FRANKENSTEIN"

Television Today

IN OUR VIEW

ALMOST worthy undertaking has been put into work by NBC for use on both television and radio networks, which could conceivably have far-reaching effects and in any case is a significant venture indicative of the inherent values, power and strength of the communications media.

•

In an attempt to answer the important question, "What do the people of the world really think of the U. S.?" NBC News has sent a reporter-cameraman team to 10 cities of major importance in Europe, the Middle East and the Far East. Joe Michaels, NBC-TV "Today" reporter, and cameraman Simon Avnet went abroad to record on sound and film the views, reactions and sentiments of the average Mr. and Mrs. Citizen of London, Paris, Frankfort, Belgrade, Cairo, Istanbul, Calcutta, Hong Kong, Taipei and Tokyo, which appears to be a reasonable and well-selected cross-section of the world on the other side of the oceans.

•

William R. McAndrew, director of NBC News, sums it up neatly: "The views of the chiefs of state are well known through official pronouncements. It is the opinions of the masses that haven't been heard." NBC-TV's Today is presenting two of these features weekly, commencing this week, and the NBC Radio Network likewise is featuring the material from abroad. In August, a special half-hour digest of the interviews thus far presented will be offered.

This is the kind of venturesome enterprise which goes so far in attaining and maintaining the preeminent place of television in the minds and thoughts of the public. This is public service value of unusual quality, which is most important.

•

Speaking of public service, it is interesting to note that NBC reports a sum total in excess of 3,600 one-minute announcements on behalf of more than 100 different public service projects were broadcast by the National Broadcasting Company, on TV and radio, during 1956. Together, the company says, these announcements created some 12,000,000 viewer and listener impressions, which would have cost $9,000,000 if they were paid for at regular rates. These figures, it is pointed out, do not include special programs. It is a happy record, doubtless to be measured similarly by the other networks, and one of which the whole industry may well be proud.

—Charles S. Aaronson

Telemeter

(*Continued from page* 1)

of the Oceanside area for pay-television, and Tele-movie counsel Harris W. Hertzberg said today, "Operations are scheduled to begin as soon as the franchise is granted by the council, which is expected in the near future."

The Oceanside population is 25,000 and contains about 5,000 dwellings. It is located on the coast 30 miles north of San Diego on the principal coastal highway.

Looks Beyond Oceanside

Tele-Movie Corp. plans to expand its pay-television coverage ultimately to include near-by communities, Carlsbad and Vista, which would increase the system to 9,000 homes. Installations in 10 other Southern California cities also are under consideration by Tele-Movie.

Among owners of Tele-Movie Corp. are Walter J. Dennis, Chicago and California capitalist; Wade Allen, exhibitor operating theatres in San Diego, Detroit and Phoenix; J. E. Poynter, president of Film Booking Service of California, and attorney Hertzberg.

Industry Forums Are Planned by Academy

The Academy of Television Arts and Sciences has announced plans for eight forums on television subjects to be presented for members and guests from September through May during the 1957-1958 season. Producers and presenters of the forums, under the auspices of the Academy, will be the three television networks and the New York Television Film Industry.

Each of the three networks and the film industry will present two forums at a place of their choosing and on dates to be announced. ABC will cover research and promotion, the CBS forums will deal with dramatic programs and news and public affairs, NBC will handle special programs and publicity and public relations, and the film industry will discuss pilot films and television film economics.

Three New Sponsors For 4 NBC Series

Night-time programming sales for the 1957-58 television season continued to climb at NBC-TV, as three advertisers ordered sponsorships for four new series, it was announced at the weekend by William (Billy) Goodheart, Jr., vice-president, television network sales, for the National Broadcasting Co.

Goodheart said the new orders, all for 52-week periods, include those for Hazel Bishop, Inc., the American Tobacco Co. and Lever Bros.

See Federal Net-Control Likely

(*Continued from page* 1)

mously ordered by the committee, the report was not officially approved. Copies were sent to the Department of Justice and the Federal Communications Commission "for comment and appropriate action, if necessary," committee chairman Magnuson (D., Wash.) declared. Formal approval of the report's recommendations will be held off until Justice and the FCC replied, Magnuson said, at which time the committee will issue its own report, with recommendations on possible legislation or further action by Justice or the commission.

Cites Network Probe

The report declared that it would be wise for the committee not to recommend specific legislation now for several reasons. It pointed to the FCC's Network Study Committee, which has been making a thorough investigation of network practices and is scheduled to complete its report Sept. 30; to the investigations in the television industry currently being conducted by Justice; to the hearings held by the Anti-trust Subcommittee of the House Judiciary Committee. Nevertheless, the report reaches certain conclusions and makes certain specific recommendations.

It found that the networks' option time practice operates "to transfer program control to the networks," in some cases blanketing the best viewing hours. This often results, the report said, in the exclusion of independent producers and new syndicated films for television and the barring of local advertisers, public service programs and other local programs. The report also found that the must-buy practice precludes the purchase of television time by many regional and local advertisers.

Sees Both Sides of Coin

In addition, the report declared that the present extent of the networks' ownership of television stations "might raise questions as to undue concentration of control," even though there are "sound reasons" for permitting the networks to own and operate television stations.

As possible remedies, the report suggested that the FCC revise or adjust option time practices, "so as to open up part of the best viewing hours for local public service programming and for programs from other sources other than a station's primary network"; that a minimum dollar purchase offer to advertisers should be substituted for the present must-buy arrangement; that the FCC should not permit increased concentration of stations by networks or other multiple owners until it has considered the Network Study Committee's report.

Wants Longer Affiliation-Term

The report also recommended that copies of affiliation agreements filed with the FCC be open for inspection, to insure equal terms; and that the possible maximum term of affiliation be lengthened to five years in order "to give greater stability to broadcast operations."

The report declared that none of its suggestions "would seriously impair the ability of the networks to compete, and it is confidently expected that they will continue to thrive and serve the public."

On the other hand, the report continued, "It seems entirely possible that if steps such as are suggested herein are not taken, the networks may attain such a position of overwhelming importance that the public interest will require the imposition of detailed and rigid governmental regulation. If that can be avoided, both the public and the networks will benefit."

Webs' Service Praised Highly

The report maintained that there was "no desire to undermine the networks, or to hamper them unreasonably in their continuing efforts to expand the horizons of television." The major part of the credit "for the development of our television system" must go to the networks, the report said. "To a large extent it was they who developed the programs which persuaded the public to buy sets by the millions," it declared, "and, having developed such acceptance, were able to build advertising support for our present television system."

Allied EDC

(*Continued from page* 1)

those attending were Irving Dollinger, chairman of the committee, Ben Marcus, Wilbur Snaper, Abram F. Myers and Jack Kirsch.

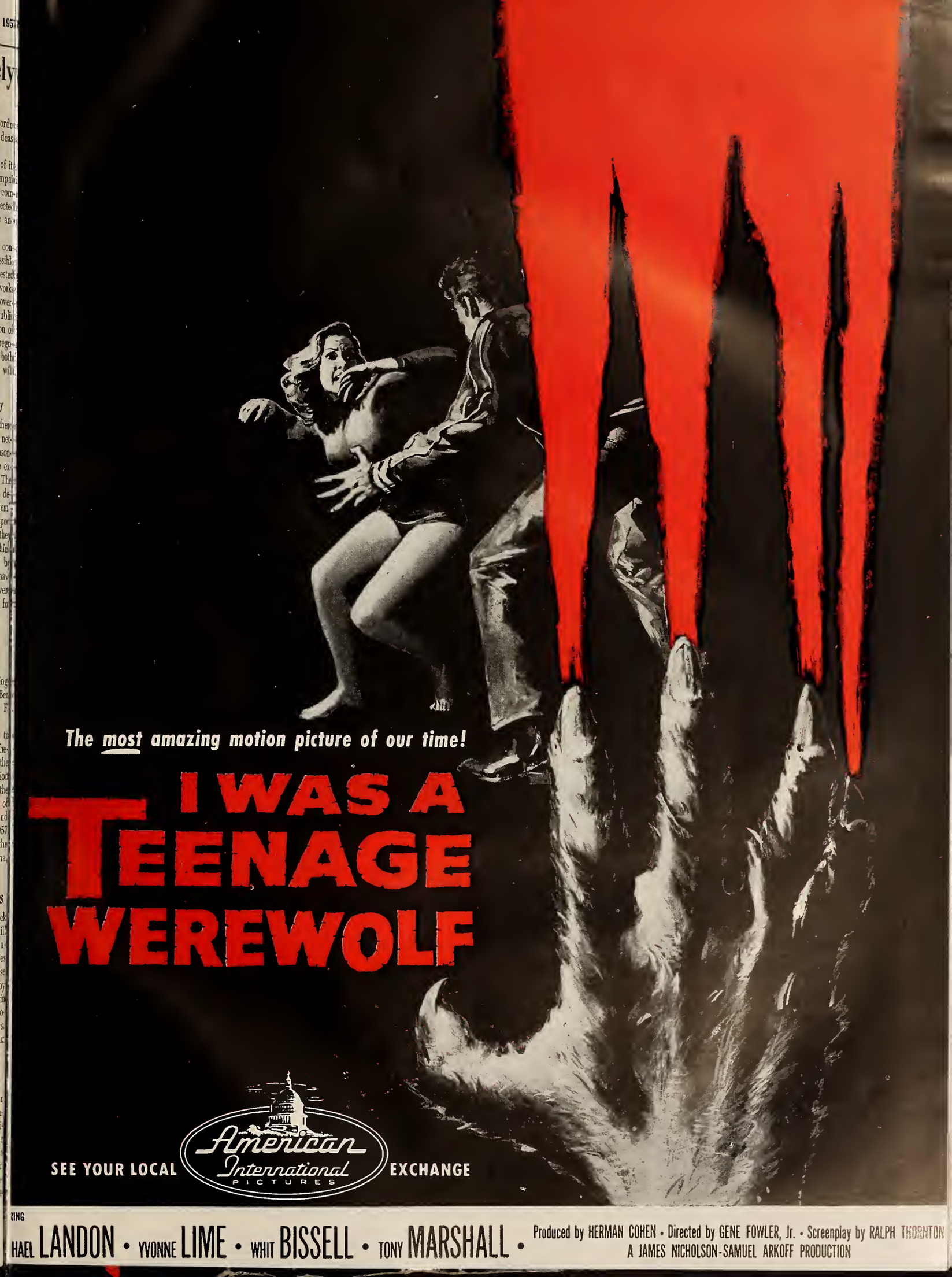
The committee was also said to have discussed Allied's rapprochement with COMPO and progress the industry has made with arbitration and conciliation. In addition, the group took up the reactivization of EDC units on a local level and further discussed plans for the 1957 convention of national Allied at the Concord Hotel at Lake Kiamesha, N. Y. to be held in late October.

Another for Cummings

HOLLYWOOD, June 30 — Jack Cummings Productions, which will film "Paint Your Wagon" in association with L. B. Mayer Enterprises this fall, has announced the purchase of "Will Adams Story," book by Herbert A. Gowes, for production in Japan with top American actors co-starred with leading Japanese actors. The film will follow "Paint Your Wagon" on Cummings' schedule.

Tors and M-G-M Sign

HOLLYWOOD, June 30 — Ivan Tors Pictures has concluded a contract with M-G-M to release "Amphibian," first production under the newly-formed Tors company, to be filmed in the South Pacific with Dan Dailey starring as Commander Francis Douglas Fane. Andrew Marton will direct.


The most amazing motion picture of our time!
I WAS A TEENAGE WEREWOLF
SEE YOUR LOCAL American International PICTURES EXCHANGE
RING
HAEL LANDON • YVONNE LIME • WHIT BISSELL • TONY MARSHALL •
Produced by HERMAN COHEN • Directed by GENE FOWLER, Jr. • Screenplay by RALPH THORNTON
A JAMES NICHOLSON-SAMUEL ARKOFF PRODUCTION



UNIVERSAL-INTERNATIONAL Presents

JUNE ALLYSON · ROSSANO BRAZZI

Interlude

Co-starring

MARIANNE COOK · FRANCOISE ROSAY · KEITH ANDES

with FRANCES BERGEN and JANE WYATT CINEMASCOPE · TECHNICOLOR®

Directed by DOUGLAS SIRK · Screenplay by DANIEL FUCHS and FRANKLIN COEN · Adaptation by INEZ COCKE

Based on a Screenplay by DWIGHT TAYLOR and a Story by JAMES CAIN · Produced by ROSS HUNTER

Universal International®

PRE-SOLD to the vast "WOMAN'S MARKET" through a National Magazine Ad Campaign in a dozen top publications including McCall's, Redbook, Holiday, Seventeen, True Confessions...

representing a readership of more than 56 MILLION!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 2 NEW YORK, U.S.A., TUESDAY, JULY 2, 1957 TEN CENTS

Sunny Skies

Business Big On Broadway Over Weekend

'Pride' Leads Parade with 3-Day Gross of $64,290

The first weekend of the summer —with school out—gave a running start on a season the industry expects to make up for the sad days of last Spring. Broadway theatres in spite of fair and cool weather reported happy grosses.

Leading the parade of strength was the Stanley Kramer-UA "The

(*Continued on page* 5)

Fox Schedules 21 In CS to October

Twenty-one CinemaScope productions will be released from July 1 through October by 20th Century-Fox, the company announced yesterday. The schedule marks a step towards the company's announced goal of 55 pictures for this year. The releases scheduled are:

July: "An Affair to Remember" and "Bernardine."

August: "A Hatful of Rain," "Will

(*Continued on page* 4)

Stellings to Address Charlotte WOMPI Meet

Special to THE DAILY

CHARLOTTE, N. C., July 1.— Ernest Stellings, president of Theatre Owners of America, will address the Charlotte WOMPI installation here Friday night.

Richard Huffman, M-G-M branch

(*Continued on page* 5)

TRADEWISE
on page 2

Television Today
on page 4

Arbitration Financing Seen Biggest Hurdle to Overcome

By JAMES M. JERAULD

Prospects for adoption of an arbitration system this year can seem dark or bright, depending upon who does the talking. The pessimists outnumber the optimists among those who have been induced to comment thus far. An overall plan could be approved by the negotiators before autumn, it is agreed, but how to finance the system might start an argument that could run for months.

The overhead for the system might reach $250,000 per year. The fees which will be charged for filing complaints and providing copies of records wouldn't mean anything in the face of a budget of that kind.

Rapid agreement was reached on a conciliation plan. The next meeting for discussion of the main arbitration system is scheduled for July 15. The

(*Continued on page* 5)

Kaiser, WB, AB-PT Deal

Kaiser Industries Corp. and Kaiser Aluminum & Chemical Corp. will sponsor "Maverick," the Warner Bros. film series on ABC-TV starting Sunday, Sept. 22, it was announced here yesterday by Edgar F. Kaiser, president of Kaiser Industries, and Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc. The program "Maverick" will be produced by Warner

(*Continued on page* 4)

Big Theatre Damage Caused by Hurricane

Special to THE DAILY

NEW ORLEANS, July 1. — Hurricane Audrey, which roared inland from the Gulf of Mexico near the Louisiana-Texas border on Thursday morning, cutting a wide path through Louisiana into Mississippi caused show business to drop to an all time low. Full reports of damages to theatre property and loss of business

(*Continued on page* 5)

Projectionist Asks Stay Against Union's Fine

Special to THE DAILY

MEMPHIS, July 1 — Patrick D. Grace, projectionist for Malco, filed suit in chancery court today against the Projection Machine Operators Union asking an injunction to restrain the union from collecting $500 in fines assessed against him.

Grace charges the fines assessed against him by the union for his refusal to picket 16 neighborhood theatres against which the union went on strike Jan. 4. He charges that unless the court issues the injunction he will have to pay the fines or lose his rights as a union member.

How KRON Televised Hearings of House Un-American Activities Unit

Special to THE DAILY

SAN FRANCISCO, July 1—Recent televising here of the four-day hearing of the House Committee on Un-American Activities, which drew a stern rebuke from Speaker Sam Rayburn to Committee Chairman Francis E. Walter, has just brought to light the audacious, but simple manner in which KRON-TV moved its cameras into the hearing room.

KRON aired live every moment of all the sessions. The morning periods went out over its own transmitter on Channel 4. Because of scheduled regular NBC network commitments, KRON piped the afternoon sessions to KQED, the community-sponsored educational station so that the afternoon sessions were viewed live on Channel 9.

On the first day when a camera-shy witness, called for quizzing on Communist infiltration into professional groups such as lawyers, teachers, newspaper reporters, etc., objected to being televised, KRON obligingly

(*Continued on page* 4)

Worldwide

Buena Vista Will Distribute 2 for Whitney

$5,000,000 Deal Closed; One Film Near Completion

From THE DAILY Bureau

HOLLYWOOD July 1.—Disney's Buena Vista organization will distribute C. V. Whitney's next two pictures world-wide, under the terms of a $5,000,000 deal negotiated by Roy Disney and Whitney, and announced today.

The pictures are "Missouri Traveler," now nearing completion, and "Young Land," which Patrick Ford will produce with Patrick Wayne starred.

The agreement marks the first time Buena Vista has handled major outside productions for distribution.

Whitney commented, "I rejoice in this association with Walt and Roy

(*Continued on page* 5)

British Activities Merged by Disney

From THE DAILY Bureau

LONDON, July 1.—The Disney interests here announce a streamlining of their operations in this country, merging the distribution, merchandising and British production activities in one company to be known as Walt Disney Productions, Ltd. The con-

(*Continued on page* 5)

Report Globe to Distribute For Republic in Italy

Special to THE DAILY

ROME, July 1—It is reported here that a long-term agreement has been signed between Globe Films International, S.P.A. and Republic Pictures International Corp. for the distribution of all Republic product in Italy.

Globe Films, it is stated, has taken over all offices, vaults and staff of the former American distribution organisation. Globe has its head office here and 13 branches spread around the key cities of Italy.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., has arrived in Hollywood from New York.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., has returned to New York from the Coast.

•

CHARLES W. CARPENTER, manager of the New York office of Technicolor Corp., will leave New York today for for Hollywood.

•

HENRI MICHAUD, Paramount's assistant general European manager, will arrive in New York today from Paris.

•

CHARLES "BUD" BARRY, vice-president of Loew's, Inc., in charge of television, will leave New York next Monday for the studios.

•

RADIE HARRIS, Hollywood columnist, left here yesterday for London via B.O.A.C.

•

HAL WALLIS left Hollywood by plane last night for New York.

Wage Meet Postponed

The first meeting of a minimum wage board to review standards in the amusement and recreation industry, originally scheduled for yesterday was postponed until July 10 at 1:00 P.M. Paul R. Hays, professor of Law at Columbia University and newly appointed chairman of the board, was unable to preside at yesterday's scheduled meeting.

Coverage for 'Affair'

International radio and television coverage has been set by 20th Century-Fox for the July 11 world premiere showing of Leo McCarey's "An Affair to Remember" aboard the S.S. Constitution in New York harbor. CBS-TV's Ed Sullivan will personally film highlights of the premiere festivities for showing on his July 14 network variety hour.

'Love' Reprint Out

Allied Artists has a national tieup with the New American Film Library on "Love in the Afternoon." The publishing house has made a first printing of the story, originally published as "Ariane," under its film title with a scene from the picture on the cover. The first printing is 500,000 and a second printing is underway.

TRADEWISE

By ONLOOKER

TOM O'NEIL says there just isn't any basis whatever for those reports (some of which found their way into print) that while on his recent trip to Europe he had discussed a deal by which J. Arthur Rank would acquire the RKO Radio foreign distribution organization and maybe even the RKO Hollywood studio to turn out product for the new Rank Film Distributors of America. They were plucked out of the thin air that fills imaginative but idle minds, he suggested. . . . Speaking of the Rank F.D.A., the Kenneth Hargreaves organization is well organized and functioning smoothly now. While its initial billings are modest—reportedly a little under $30,000 weekly—they already are proving adequate to meet expenses, which is a healthy condition and makes the future nice to anticipate. Contributing importantly to keeping the overhead within reasonable bounds is the company's plan of territorial releases, using only the number of prints of each release required to service a single territory. When played off, those prints are moved along to another territory and are replaced by prints of a picture that has been playing somewhere else. . . . The Rank American organization has some fine manpower. It was fortunate in the timing of its American beginning. When it was time to take on manpower it found a highly capable and experienced reservoir of former RKO Radio and to some extent, Republic, sales and office help available. That not only simplified the organizing work but gave R.F.D.A. a head start with some of the best manpower in American film distribution. Had it been otherwise, building of the organization would have taken much longer and choice would have been pretty well limited to "floaters." Whether it's the product situation or the manpower, or more likely a combination of both, definite progress is being made by the new company, even in insular areas of the South and Midwest where a British picture has been regarded as just as much a foreign film as one from Germany.

"JET PILOT," the Howard Hughes' epic, is being screened for Universal sales people, who will start selling it this summer for September playdates. The word from those who've seen it is all good. They can't understand what prompted Hughes to keep it on the shelf for nearly 10 years, but they say time hasn't hurt it in any important respect and that it should make a buck at the boxoffices. . . . One opinion is that the picture shows Janet Leigh at the peak of her career and in an exceptionally attractive form. (Even the jets whistle at her as she prepares for bed at the air base.) Duke Wayne, 10 years younger, makes quite a hunk of man, and both principals give fine performances. . . . They do say, though, that the dialogue on the subject of Russia is pretty searing, so much so that the not too important markets under Soviet influence probably will be afraid to play it. . . . Keep your eye on the July 9 meeting of the Board of Estimate. . . . You have to hand it to Sam Pinanski. He believes so implicitly in the necessity of making it easy for today's patrons to see movies, as modern department store merchandising makes it easy for them to shop in suburban branches, that he's gradually convincing distributors that outlying theatres in growth areas should get important pictures the same time they play downtown first runs. . . . More and more are being opened that way all the time.

ERIC JOHNSTON may be ready in two weeks with the announcement of his first appointments of exhibitor and independent producer representatives to the Production Code appeal board. . . . Business on "Island in the Sun" continues strong everywhere. Why shouldn't it with that advertising-promotion campaign of Charlie Einfeld's and his staff drawing maximum attention to it?

MPEA Board to Hear Maas Report Today

At today's meeting of the Motion Picture Export Association the board will hear a report by Irving Maas on Japan, Vietnam, Thailand, India and Burma. On the subject of Indonesia, the MPEA group will renew the resolution for joint sale of rupees. The present resolution expires June 30.

The division of 240 import licenses for the year starting July 1 are scheduled on the topic of New Zealand. Regarding the Philippines, the film board status report will be given. Drive-In admission prices for Trinidad are to be taken up. The MPEA board will discuss the division of 280 import licenses for Israel for the year starting July 1, 1957.

Legal fees and the San Sebastian Festival in Spain are also set for discussion.

To Make Free Trailer

Ernie Kovacs left here yesterday for Hollywood to film a special five minute featurette that will be distributed free by Columbia as an advance theatre promotional tool for its forthcoming "Operation Mad Ball."

Glen Gillenwater, 64

LEBANON, Ore., July 1. — Glen Gillenwater, 64, business and civic leader and partner in the Park Theatre, died at his home here following a heart attack.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE • LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release • TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145: Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer: Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Warwick Film Productions Ltd.
3, AUDLEY SQUARE
MAYFAIR
LONDON, W.1

TELEPHONE:
GROSVENOR 7621
(5 LINES)

CABLES:
WARWICFILM, LONDON, TELEX

DIRECTORS:
IRVING ALLEN (U.S.A.) MANAGING
ALBERT R. BROCCOLI (U.S.A.)
R. EGERTON JOHNSON
PHIL C. SAMUEL
CLIVE C. NICHOLAS

June 12, 1957

Mr. Harry Cohn
Columbia Pictures Corporation
1438 No. Gower St.
Hollywood 28, Calif.

Dear Harry:

It is probably unprecedented for producers to go on record, before the release of a major attraction, with an expression of their full and complete satisfaction with the handling of their baby by a distribution company.

When we decided to produce FIRE DOWN BELOW we realized that the only way was to "shoot the works." Throughout the production, your encouragement and support gave us every opportunity to create the film we had in mind. This attitude of confidence and strength has now been reflected by Abe Montague's gang in Sales and Paul Lazarus' in publicity, advertising and exploitation.

The highest praise we can pay is to say that your distribution organization has exceeded our highest expectation. To you and through you to them, we send this simple, heartfelt:

"Thank you, Columbia."

Yours sincerely,

IRVING ALLEN

A. R. BROCCOLI for

Warwick Productions

IA..AB..cs



Television Today

Who's Where

William C. Gillogly has been appointed director of sales for the ABC-TV Central Division, it was announced by **James W. Beach**, vice-president of ABC-TV's Central Division in Chicago. Gillogly was formerly Eastern Sales Manager for the ABC Television Network.

□

Thomas E. Knode has joined the Station Relations Department of the National Broadcasting Company, and will be proposed for election as a vice-president at the next meeting of the NBC Board of Directors on July 12, it was announced by Harry **Bannister**, vice-president in charge of Station Relations.

□

Ben Levine has joined A.A.P., Inc., as film expediter, it was announced by **Herbert Richek**, director of services. Levine will act as liaison between A.A.P. and Bonded TV Film Service, which handles the inspecting, servicing, and shipping of all A.A.P. prints.

New Campaign to Air House Group Hearings

Special to THE DAILY

WASHINGTON, July 1.—Members of the National Association of Radio and Television Broadcasters are steaming up pressure to get permission from Speaker Sam Rayburn for radio and television coverage of House committee hearings. Rayburn declared in 1952 and 1955 that he will continue his opposition until the House votes a change in its rules. The disagreement was brought into focus recently by the telecasting of a hearing outside of Washington.

Harold E. Fellows, NARTB president, and Robert D. Swezey, of New Orleans, chairman of the NARTB Freedom of Information Committee, have been communicating with the 2,000 members of the organization and stating that this is "an excellent opportunity for the radio and television industries to reiterate their position" against Rayburn's refusal to let down the bars.

Broadcasters have been asked to contact their local congressmen. Fellows and Swezey have also wired the president of 48 state broadcasters associations asking them to join in the effort.

FASTER! BETTER!
SPECIAL TRAILERS
FILMACK 'NUF SED!
1327 S. Wabash, Chicago • 630 Ninth Ave. New York

KRON Report

(*Continued from page* 1)

kept its cameras carefully pointed away from the witness and merely videoed audience, Congressmen of the committee and the committee's counsel asking the questions. In all, only three of the 30 subpoenaed witnesses interrogated during the four days objected to being televised. But every word spoken by everybody went on the air.

Within hours after the first witness protested against TV, Speaker Rayburn said in Washington that Chairman Walter was violating rules of the House of Representatives and ordered televising halted. But Walter ignored the ukase, and in reply the next day to a protesting witness who quoted Rayburn's publicized order, the Congressional chairman stated:

'Guests' of the City, He Says

"We (the committee) are guests here in San Francisco of City Hall. Make your complaint to whoever is in charge of this building. We have no more jurisdiction over TV cameras than we have in excluding newspaper reporters and photographers."

Chairman Walter's words were sweet music to the ears of KRON officials who, after Rayburn's widely publicized criticism from Washington, were fearing momentarily to be evicted from the hearing. A spokesman for KRON yesterday told MOTION PICTURE DAILY how the station went about its coverage.

"At the opening session," the spokesman said, "we merely showed up with our camera crew just like the reporters and the still and newsreel photographers. It was as simple as that. Nobody challenged our right to be there until that first witness popped off. From there on out, however, we sweated out every minute of the sessions."

Viewer-Interest Evident

Subsequent rating surveys revealed that every popular program on all other stations in the San Francisco area suffered varying degrees of viewer loss during the hours the hearings alternately were being televised by KRON and KQED. Even KRON features were hurt throughout the afternoon sessions when the station was feeding the proceedings to KQED.

Back in Washington last week-end, Rayburn had a showdown with Chairman Walter and the Speaker later reported to the press:

"He (Walter) is not going to televise anything else, sub-committee or full committee, anywhere."

New Playhouse Set

Summer Playhouse, a weekly series of filmed dramas will start on NBC-TV tomorrow (9:30-10 P.M., EDT). It will be sponsored on alternate weeks by Armstrong Cork Co.

Kaiser, WB

(*Continued from page* 1)

Bros. under the personal supervision of Jack L. Warner and will be telecast every Sunday evening from 7:30 to 8:30 P.M., N.Y.T.

At the same time it was reported that a new corporation will be set up jointly by Kaiser Industries, Warners and AB-PT, which will own the television properties to be produced by Warners under Kaiser sponsorship.

The series is based on the adventures of Bret Maverick, a fictional character who roamed the West in the late 19th century. It stars James Garner, new Warner personality.

Fox Schedules

(*Continued from page* 1)

Success Spoil Rock Hunter," "Seawife" and "Forty Guns."

September: "The Sun Also Rises," "The Deerslayer" and "No Down Payment."

October: "The Three Faces of Eve" and "Stopover Tokyo."

Also to be released during these four months are 10 Regalscope productions: "The Abductors," "God Is My Partner," "Apache Warrior," "The Unknown Terror," "Back from the Dead," "Hell on Devil's Island," "Copper Sky," the teen-age combination, "Mother Was a Stripper" and "Teenager," and "Ride a Violent Mile."

Set Extensive Plans For 'Walk' Promotion

BOSTON, July 1 — An extensive promotional campaign is being set up nationally for Joseph E. Levine's "Walk Into Hell," which will have its premiere in 140 theatres in the New England territory on July 31. Besides TV and radio programs, along with newspapers and 24-sheet billboards, advertising by air will play an important part in the plans.

For one full week before the opening, a plane with a huge banner announcing the playdates will fly over the New England territory, concentrating on beaches, parks, playgrounds, ball games, etc. The pilot will use a different sector each day for complete coverage of the key cities.

J. Shrader, Charlotte, Sells Poster Exchange

Special to THE DAILY

CHARLOTTE, July 1.—Sale of the Charlotte Poster Exchange to F. E. Dyer, former manager of the Allied Artists exchange here, and Carl and Frank Lowry was announced here today by Shrader. No sale price was announced in the transaction.

Shrader operated the United Artists exchange for a number of years before opening the poster business, which handles advertising material for theatres. He has not announced his future plans but for the present will continue operation of the Visulite Theatre with his son Robert.

National Pre-Selling

"JEANNE EAGELS" will be advertised in consecutive issues of both "Life" and "Look," which we believe is a step in the right direction since frequency of ads for a film in the national magazines is certain to attract more patrons to see a picture when it plays in local cities or towns. Half-page color ads for "Jeanne Eagels" will appear in the July 22 and the August 5 issues of "Life" and in the August 6 and 20 issue of "Look." A full page ad will also appear in the September issue of "Seventeen." In addition page ads will be in the September and August issues of 11 fan magazines.

•

"Hardly had 'Gunfight at the OK Corral' Hal Wallis' movie of how Wyatt Earp and his gambler pal Doc Holliday wiped out the cattle-rustling Clanton gang, opened when it swept into first place in the national box-office ratings and was well on its way to making a great deal of money," reports "Life" in the June 24 issue. "And no wonder! This western movie has everything."

•

"A Hatful of Rain," and "Bernardine," have been selected by "Redbook" as two top pictures for July.

•

Kirk Douglas in his article titled "I was Always Hungry" appearing in the June 29 issue of "The Saturday Evening Post" tells about a Warner executive visiting him in a New York hotel. He told Kirk that it was easier to see him in person than to see his picture "Lust for Life" at the Plaza Theatre, that could be seen from the hotel window. The Warner man said "I've been trying to see that picture for a month but there is always a line at the Plaza and I'm too busy to stand in it."

•

"If you've ever liked any musical comedy, you can't help liking 'The Pajama Game'" says Ruth Harbert in the July issue of "Good Housekeeping." "Warner Bros has done a truly praiseworthy job in taking all that was best in the Broadway production. If you are in the mood for 101 minutes of fast-breaking musical fun, see this picture right away. It has 'hit' written all over it."

•

"The James Dean Story," the new Warner film, is introduced to readers of "Seventeen's" July issue in a very effective manner. A "bigger-than-life" size picture of Dean appears on a two-page spread. The photo is placed in an upright position, which makes it necessary to turn the magazine vertically to properly view Dean's picture. Edwin Miller writes about this lonely hero to round out this attractive text and picture article.

WALTER HAAS

Hurricane Victims Aided Thru Theatre Donations

Special to THE DAILY

HOUSTON, Tex., July 1 — Among the theatres holding benefits for hurricane victims is the Trail Drive-in Theatre here, owned by Jack Farr, who organized a "Cameron, Louisiana, Day" to aid the citizens of that community. Patrons who brought clean, used clothing or canned goods were admitted free on Saturday and Sunday. A film truck rushed the supplies to the stricken area.

Theatres Hit

(*Continued from page* 1)

haven't been received as yet; however, all of the drive-in theatres were reported damaged, some by winds, others by floods, which will keep them closed for some time.

A. J. Broussard of Crowley, La., reported both his indoor, the Chief and Trail Drive - In were damaged badly. Others reporting damages are Claude, Eunice, La.; Pelican, Jennings, La.; Twin Drive-In, Lafayette, La.; New Moon and Surf, Lake Charles, La.; Pines, Pinehill, La.; Joy, Alexandria, La.; Yam, Opelousas, La., and the Midway, West Lake La.

Dr. Rappaport Named Will Rogers Researcher

Dr. Edgar Mayer, medical advisor to the board of Will Rogers Memorial Hospital and Research Laboratories, announced yesterday that Dr. Israel Rappaport, M.D., F.C.C.P., has become a Fellow Researcher at the Hospital. Dr. Rappaport will transfer his present continuing research project to the laboratories at Will Rogers, where he will concentrate especially on pulmonary emphysema in general and the aging lung in particular. Dr. Rappaport has been visiting physician in chest service at Bellevue Hospital, and contributed the initiative and concepts which were influential in establishing the Research Centre there. He has been consulting physician at Grasslands Hospital, Westchester County, N. Y.; associate clinical professor, College of Physicians and Surgeons, Columbia University; and Fellow of the College of Chest Physicians, New York Academy of Medicine.

Correction

The name of Catherine Gaskin, author of the novel "Meet Miss Morgan" on which the picture "Sara Dane" is based, was misspelled as Goskin in an ad placed by Marcel Hellman in the June 20 issue of MOTION PICTURE DAILY.

'Value' in D. C. Bow

The Rank Organization's "Value for Money" will have its American premiere at the Dupont Theatre in Washington, D. C., on July 10.

Arbitration Financing Seen Biggest Hurdle

(*Continued from page* 1)

controversial film rental provision favored by Allied which consumed months of the last plan brought out in 1955 is absent, but other factors which have risen in the meantime must be considered.

Similar to Former Plan

The setup presented to the industry in September, 1955 was much like the plan presented three years earlier and approved by representatives of the Motion Picture Association, Theatre Owners of America, Independent Theatre Owners of New York, Metropolitan Motion Picture Theatre Owners, Southern California Theatre Owners Association.

In each instance directors approved and presented the plan to membership meetings. Allied turned it down.

No difficulty is expected in getting the Department of Justice to approve a new plan.

The 1955 plan provided that it become effective three months after Federal court approval. It is figured that it will take at least this amount of time to arrange details of any new plan, because decisions will be necessary on number of local boards. Each will have to select a panel of arbitrators, and arrange for office space.

Print Shortage Vital Subject

Print shortages have become an acute problem since the 1955 document was laid aside. What to do about this, if anything, is to be discussed. Some organization representatives are reported to favor classifying failure to deliver prints as contract violations subject to arbitration.

Drive-ins are pressing for first runs after downtown showings in many places. This could be a time-consuming subject for the negotiators. Clearance cases made up about 90 per cent of the work of the arbitration plan laid out in Judge Goddard's consent decree. Clearances also have been the basis of antitrust suits in many states.

Each Would Name Appeals Group

If the new plan is administered by a National Administration Committee, as was provided by the 1955 draft, the basis of representation probably will be three each for TOA, Allied and the distributors, with one each for MMPTA, ITOA, SCTOA and the International Drive-In Association. These will name an appeals board.

Business Big

(*Continued from page* 1)

Pride and the Passion" at the Capitol. Opening Friday the picture did a towering weekend gross of $64,290 and was on its way toward a $130,000 week. Threatened were the records previously set by "From Here to Eternity" and "Guys and Dolls." The "Pride" show of strength incidently was not confined to New York. Combining the Capitol with opening weekends in Chicago and Los Angeles the picture grossed $127,130 for the weekend, according to UA.

'Prince' Still Strong at Music Hall

At Radio City Music Hall Warners' "The Prince and the Showgirl" held steadily for a third week, hitting $85,000 Thursday through Sunday. At the Roxy Darryl Zanuck's "Island in the Sun," sensationally strong all over the country, did $51,000 Friday through Sunday and was heading for $90,000 for its third week.

The Hecht-Hill-Lancaster "Sweet Smell of Success" hit $30,500 for three days at Loew's State and looked like $45,000 for its first week.

The Paramount with Warners' "The D.I." brought in $12,500 Friday through Sunday and was headed for $23,000 for the week.

'Face' Looks for $14,500

"A Face in the Crowd," Warners' Elia Kazan entry at the Globe brought in $9,500 in the five days after its opening Wednesday, with $14,500 estimated for the first week.

Those sunny skies were real sunny.

Stellings to Speak

(*Continued from page* 1)

manager, will act as master of ceremonies at the banquet to be held at the Chez Montez Restaurant. On the program Nancy Wilson, with M-G-M, will be installed as president, succeeding Mrs. Viola Wister of Howco.

Disney Acquires 31% More of Disneyland

From THE DAILY Bureau

HOLLYWOOD, July 1—Walt Disney Productions today announced it has increased its ownership in Disneyland, Inc., by acquiring an additional 31.04 per cent of the outstanding common stock. Disneyland, Inc., owns and operates Disneyland Park, which is expected to yield a million-dollar net profit for the year ending July 31. Statements of Disneyland, Inc., and Walt Disney Productions will be consolidated after June 29.

Walt Disney productions made today's acquisition by paying the option price, $528,910, consisting of $100,000 cash and notes for the remainder, to the following shareholders: Walter E. Disney; W. E. D. Enterprises, and Western Printing and Lithographing Co., Racine, Wisc.

The remaining outstanding stock is held by American Broadcasting-Paramount theatre.

Universal Distributors Feldman Drive Prizes

Universal Pictures has begun distribution of more than $50,000 in prize money to the 130 division, district, branch and office managers, salesmen and bookers who won in the company's seventh annual Charles J. Feldman Sales Drive which concluded May 4 with the largest single week's domestic billings in the company's history.

The winning division in the drive was the East, headed by P. T. Dana, Eastern sales manager. The winning district was that of Joseph Gins, who headquarters in Boston with the district comprising besides Boston—Albany, Buffalo, New Haven and Washington.

Second place in the district standing was captured by P. F. Rosian, whose district comprises the Cleveland, Detroit, Philadelphia and Pittsburgh exchanges.

Buena Vista

(*Continued from page* 1)

Disney, as I have long admired the splendid work they have done, not only in entertaining a worldwide audience, but also in depicting American life faithfully. This coincides with my own purpose in producing pictures, especially my 'American Series,' which will show Americans, and moviegoers all over the globe, authentic dramas of American life, past and present."

Roy Disney said, "The entrance of C. V. Whitney into motion pictures as a producer is a milestone in our industry, and we are proud to have been designated to bring his pictures to the public."

British Activities

(*Continued from page* 1)

centration of the several trading facets of the organization is being made, it is said, to conform with developments in the administration of Disney offices throughout the world.

The directors in charge of the respective trading sections—Cyril Edgar (distribution), Cyril James (production and control), Eddie Davis (merchandise)—maintain their special individual interests as joint managing-directors on the board of the new company.

Ceremony for 'Moon'

The American premiere of "The Rising of the Moon," John Ford's picture for Warner Bros. release, will be launched with ribbon-cutting ceremonies at noon next Tuesday that will reopen the newly-refurbished 55th Street Playhouse here.

...NEXT TIME IN NEW YORK
BOURBON STREET
330 E. 56 ST. · EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS · ROAST BEEF · STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

NEWS

ALL the news that IS news! That is what MOTION PICTURE DAILY gives its readers every day of issue . . . *Its masthead proclaims this as a cornerstone of policy* —

All the news that IS news

concise and to the point

. . . and the columns of MOTION PICTURE DAILY so perform — to the praise and the preference of busy executives throughout the industry.

THE news — accurately, concisely reported . . . physically arranged for easy finding, quick reading — to these distinctions MOTION PICTURE DAILY is proudly committed, for continuance of leadership.



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 3 NEW YORK, U.S.A., WEDNESDAY, JULY 3, 1957 TEN CENTS

'Singers' Battle'

N. Y. Circuits Book Two Top Films 1st-Run

'Loving' and 'Bernardine' To Open Here in Mid-July

The plan for opening major product on a first-run basis in neighborhood theatres, bypassing a downtown booking entirely, will receive a new major test in the New York area in mid-July when two important films will be given that treatment. Adding interest to the event is the fact that both pictures feature singing stars currently very popular with teen-agers, and exploitation campaigns for both

(*Continued on page 2*)

'12 Men' and 'Secrets' Win 3 Firsts at Berlin

Special to THE DAILY

BERLIN, July 2. (By cable)—Top awards at the West Berlin Film Festival today found two American films honored: Henry Fonda's "Twelve Angry Men," distributed by United Artists, and Walt Disney's "Secrets of Life," handled by Buena Vista.

Fonda's "Twelve Angry Men" was twice honored: it received the "Little

(*Continued on page 6*)

AIP '57 Total to Be 20; Names 3 Distributors

From THE DAILY Bureau

HOLLYWOOD, July 2 — James H. Nicholson, president of American International Pictures today announced the company will release 12 pictures, in six packages, during the final five monhts of 1957, bringing the year's total to 20 releases.

Nicholson revealed the appoint-

(*Continued on page 6*)

Television Today Page 7

City Council OK Still Necessary

Closed-Circuit Pay-TV Is Approved By L. A. Board; 2 Seek Franchises

By WILLIAM R. WEAVER

LOS ANGELES, July 2—Pay-television moved another step nearer to actuality today when the Los Angeles board of public utilities and transportation approved the terms submitted by Skiatron, Inc., for a franchise covering closed-circuit operation in the city's 400 square mile area.

The franchise as approved by board goes now to the City Council for consideration, with Mayor Norris Poulson publicly on record as interested in expediting pay-television in order that the Brooklyn Dodgers may be persuaded to move to Los Angeles.

With vice-presidents Jerome Doff and Alan Lane appearing for Skiatron, and Telemeter vice-president

(*Continued on page 7*)

Kamey Named to New Univ. Publicity Post

The promotion of Paul Kamey to the newly-created post of assistant Eastern publicity manager of Universal Pictures was announced yesterday by Charles Simonelli, Eastern advertising and publicity department manager. In his new post, Kamey will assist Philip Gerard, the company's Eastern publicity manager.



Paul Kamey

Kamey has been associated with Universal for the past eight years. Prior to that he was in the publicity departments of Metro-Goldwyn-Mayer and 20th Century-Fox. He is a former newspaperman, having served with the "New York Journal-American" and other publications.

See New Anglo-American Pact Negotiations in September

Negotiations for a new Anglo-American remittance agreement are expected to take place in Washington the last week of September, it was learned here yesterday.

The American negotiating team will again be headed by Motion Picture Association President Eric A. Johnston and Society of Independent Motion Pictures Producers head Ellis Arnall. Sitting in for MPAA will likely be Griffith Johnson, Ralph Hetzel and Faye Allport. Industry officials still don't know who the British representatives will be for the negotiations.

Business Building To Employ All Media

Although it is still too early to ascertain results of the industry's radio pilot campaigns recently launched in Rochester and Denver, Roger Lewis, chairman of the advertising and publicity committee of the Motion Picture Association of America, indicated yesterday that other industries will inevitably be called upon to assist the

(*Continued on page 2*)

New Anti-Trust Suit Against K. C. Paper

Special to THE DAILY

KANSAS CITY, Mo., July 2.—A suit seeking triple damages of $150,000 under the Federal anti-trust laws was filed today in United States District Court against the Kansas City Star Company and Emil A. Sees, advertising director of the paper.

The plaintiff is Edward R. Golden,

(*Continued on page 2*)

Problems Near in Japan For U. S. Firms: Maas

Increasing and diverse problems loom for American distributors in Japan if the U. S. companies are to retain a share in the Nipponese market, it was pointed out here yesterday by Irving Maas, Far Eastern representative of the Motion Picture Export Association. Maas, in a report

(*Continued on page 7*)

'Deluxe Tour'

Fox to Release First Picture In 'Scope 55

Zanuck to Produce Book For Roadshow Handling

Spyros P. Skouras, president of 20th Century-Fox, and producer Darryl F. Zanuck announced yesterday that the best selling novel "DeLuxe Tour" by Frederic Wakeman will be the first motion picture to be photographed and exhibited in CinemaScope 55. Previously "The King And I" was photographed in CinemaScope 55 but then exhibited on 35mm film



Darryl Zanuck

(*Continued on page 6*)

Reveal Text of Letter From Harris to FCC

From THE DAILY Bureau

WASHINGTON, July 2 — House Commerce Committee Chairman Harris (D., Ark.) said the Federal Communications Commission's failure to state the basis for its conclusion that it had the legal right to authorize subscription television is "a shocking

(*Continued on page 7*)

'Jet Pilot' Set to Open Across Country Sept. 19

Howard Hughes' "Jet Pilot" will open simultaneously in key and subkey theatres from coast to coast on September 19, it was announced yesterday by Charles J. Feldman, Universal Pictures' vice-president and general sales manager. The openings will be backed by a $1,000,000 advertising and promotion budget, the largest for any film ever released by Universal-International, he said.

PERSONAL MENTION

NORTON V. RITCHEY, president of Allied Artists International, has returned to New York following a business tour of Europe.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Des Moines from New York.

•

MERVIN HOUSER, advertising-publicity director of the Selznick Co., has arrived in London from Rome.

•

CHARLES LEVY, advertising-publicity director for Buena Vista, and BOB DORFMAN, BV exploitation manager, have left New York for Chicago.

•

MRS. GORDON CRADDOCK gave birth to a girl this week at Mid-Island Hospital, Long Island. Father is assistant to the general sales manager of Rank Film Distributors of America.

•

BEN MELNIKER, Loew's, Inc., vice-president and general counsel, will leave here on Tuesday for the Coast.

•

THEO RICHMOND, head of publicity for Charter Films, London, producing company of Boulting Brothers, has arrived in New York from England.

•

ROBERT RICH, general sales manager for Associated Artists Productions, will leave here today for a vacation in Nova Scotia.

•

EDWARD SUTHERLAND, producer-director, will leave New York for Bermuda today via B.O.A.C.

Lopert Acquires 3

Ilya Lopert, president of Lopert Films, Inc., has announced acquisition of three feature length films, two Italian and one French, which will be distributed in the United States this fall and winter by his own releasing organization. The Italian films are "Le Notte de Cabiria" (The Nights of Cabria) and "Guendalina." The French film is Rene Claire's just completed "Port de Lilas" (Port of Lily).

No Paper Thurs., Fri.

MOTION PICTURE DAILY will not be published tomorrow or Friday, July 4 and 5.

N.Y. Circuits Book 1st Runs

(*Continued from page* 1)

will be primarily directed to that audience.

The pictures will open a week apart. Paramount's "Loving You," which stars Elvis Presley, is booked for July 17 in some 90 neighborhood and suburban theatres, including the Loew's, Skouras, Century, Randforce, Brandt and other circuits.

Following a week later, on July 24, 20th Century-Fox will open "Bernardine" in some 100 theatres, including the RKO, Skouras, Century and Randforce circuits. The latter stars Pat Boone, who is also a popular television and recording personality.

Principal media to be employed in promoting both films locally will be radio and newspapers.

The last previous instance of a similar booking in this area occurred in mid-May when Columbia opened "The Garment Jungle." Exploitation of that picture centered on its topical theme of labor racketeering, which the company said was the key factor in its decision to employ the massive day-and-date engagement.

Anti-Trust Suit

(*Continued from page* 1)

operator of a booking agency and former operator of the Vogue Theatre, an art house, that was closed last November. Golden, who purchased the Vogue in November, 1951, contends in the suit that he was forced to advertise in both morning and afternoon editions of the "Star" although he desired to advertise only in the afternoon issues.

The civil action is a follow up to the conviction of the "Star" on government charges of monpolizing the communications field in Kansas City.

Cinerama Goes to Towne But on Non-Lease Deal

The Towne Theatre, Baltimore, Md., will convert to Cinerama operation in the latter part of August, according to a joint announcement by Izzy Rappaport, operator of the Towne Theatre, and Bernard G. Kranze, vice-president of Stanley Warner Cinerama. The first picture will be "This Is Cinerama."

Seen as a Precedent

This arrangement sets a precedent for Cinerama, since it is the first of a series of Cinerama film deals now being negotiated by Mr. Kranze and it is the first operation in the United States and Canada under which the presentation is directed by the operators of the theatre.

Renovation of the interior of the house to install the three Cinerama booths and console and to set up the special Cinerama equipment will begin immediately.

Warner Dividend

The board of directors of Warner Bros. at a meeting yesterday declared a dividend of 30 cents on the common stock of the company payable Aug. 5, 1957, to stockholders of record July 19, 1957.

Susina Associates Set; Plans 5 in 16 Months

From THE DAILY Bureau

HOLLYWOOD, July 2 — Susina Associates, independent producing company formed by producer-director William Castle and writer Robb White, will produce five theatrical features in the next 16 months and one television series, Castle told the press today at a luncheon tendered by Edwin F. Zabel, president of Bel-Air Productions.

Although Susina is privately financed, according to Castle, it will occupy office space in Bel-Air headquarters and utilize Bel-Air facilities.

Plans to 'Barnstorm'

Castle said the formation of the new company opens the way for him to put into practice a "barnstorming" marketing system he has been planning for many years. Literally, he said, he will personally take each picture across the country, playing it town by town, working out exploitation and advertising campaigns as he goes, before entering into a distribution contract with any concern. The picture will play single-bill, he said, accompanied by a featurette he is not ready to name, with himself and others making personal appearances.

Budgets will run from $150,000 to $300,000, Castle said.

The first feature, which starts July 23, will be "Macabre." Others on schedule are "Jungle Fury" and "Up Periscope."

The television series will be "Our Virgin Island," from a novel by White, which another company is producing as a theatrical feature.

Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4½ per cent cumulative preferred stock of the company. The dividend is payable Sept. 3 to stockholders of record at the close of business on Aug. 15.

Business Driv

(*Continued from page* 1)

film industry in its business build program.

Lewis stressed the fact that business building program is aimed changing people's habits, at "rec ditioning them to go back to movies." This, he said, calls for m more than a theatrical effort. It me that retail business will have to behind the movement. It means, t Lewis said, that municipal gove ments will have to lend their supp to the program by providing adequ downtown parking facilities.

Will Outline Campaign

Lewis also said that when the vertising and publicity commit meets Monday night, it will atten to spell out a specific institutio campaign that can be incorporat harmoniously into the industry's bu ness building effort.

Move in Newark, N. J. To Ease Parking Rule

Following a successful campaign permit smoking in theatres, Tony W liams, assistant to Charles A. Sma witz, Stanley Warner Theatres Ne ark zone manager, is now worki with the city commissioners there obtain more liberal parking rules f the downtown area, particularly d ing the evening hours and on Su day, when stores are closed and tra fic is lighter.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE • LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release • TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily: Motion Picture Almanac, Television Almanac. Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Henry Plitt, president of Gulf Theaes, New Orleans, has been elected the board of directors of Sulphur xploration Co., which has a 35,000-re concession in the Isthmus of ehuantepec.

□

Clarence L. A. Wynd, Eastman odak Co. vice-president, has been ected to the corporation of Mashusetts Institute of Technology for five-year term.

□

Lee Bergman, member of Columbia ictures home office exploitation dertment, has sold his first novel, None So Blind," to the Thomas Y. rowell organization, retaining the otion picture rights. The story is ritten around a race-relations theme.

□

Clyde Butter, public relations exutive of Austin, Tex., has been amed executive secretary of the exas Drive-in Theatre Owners Asociation.

□

John R. Patni, Jr., manager of the trand Theatre, Holyoke, Mass., has een named chairman of the monthly reakfast meetings of the Holyoke hamber of Commerce.

□

Rube Lewis, stage manager of oew's Palace Theatre, Hartford, and eteran business manager of Local 4, IATSE, in that city, is retiring fter 30 years in show business and ill move to Los Angeles. He will e guest of honor on July 18 at a estimonial dinner at the Matarese ircle Restaurant, Newington, Conn.

□

Lou Orloff, formerly with M-G-M n Milwaukee, has joined Allied Arists to handle publicity in the Chiago and Midwest exchange areas.

□

Ralph Stitt has been named adverising manager of the theatre division f Filmack Trailer Co., Chicago. He ucceeds Dean Davis, resigned.

Technicolor Slides Go In Boxes With Lens

Something new in the way of 35mm olor slides is about to be put on the narket with a heavy advertising campaign by Technicolor Corp. Color lides processed by Technicolor will e returned to the customers in a ombination viewer and storage box.

In the base of each box there will e a recessed convex magnifying lens. Technicolor will spend over $250,000 luring the remainder of the year on n advertising campaign in 38 newspapers as well as consumer and trade nagazines. This compaign will be handled by McCann-Erickson, Inc.

REVIEW:

Loving You

Wallis—Paramount—VistaVision

ELVIS PRESLEY'S FIRST picture, "Love Me Tender," for 20th-Fox was one of the surprise box office hits of 1956. His second picture is "Loving You" for Hal Wallis and Paramount, and it looks like a sure thing to repeat the success of the first. Only this time no one should be taken unaware.

For producer Wallis has observed every possible precaution—and then some—to insure the Presley fans get what they want. First, he has put the high priest of rock 'n' roll in a modern setting, which, of course, is where he belongs. Second, he has had writers Herbert Baker and Hal Kanter contrive a tailor-made script about the meteoric rise of a country boy to showbusiness heights—one which has some intriguing parallels to Presley's real-life career.

Third, Wallis has given this film a sumptuous production in Technicolor and VistaVision. Fourth, he has surrounded Presley with such professional talent as Lizabeth Scott, Wendell Corey, and James Gleason. And fifth, and most important of all for the Presley following, he has not stinted in the number of songs provided for the star to sing in his very special style.

"Give us a song, Deke," (Presley's name in the story), somebody or other pleads in this picture every five minutes or so. And Presley is no boy to say them nay. There are seven songs in total and he sings some of them more than once. Most are delivered with speed and gusto, accompanied by the familiar body gyrations, but he does slow down somewhat for the title song, a ballad.

Appropriately enough, the script serves primarily as a link between the musical numbers, although it also affords the star a chance to play a couple of romantic scenes with newcomer Dolores Hart and some dramatic ones with Miss Scott. The latter portrays a press agent who discovers Presley and enlists the aid of her ex-husband, played by Corey, in making him a popular attraction. Her tactics to put the singer over include several fanciful publicity stunts some of which seem unethical to both Corey and Presley, who threaten at different points to walk out on her until she reforms toward the end.

The picture was directed by Kanter and derived from a story by Mary Agnes Thompson.

Running time, 101 minutes. General classification. Release, in July.

RICHARD GERTNER

New Singapore Project Will Include a Theatre

Special to THE DAILY

SINGAPORE, June 27 (By Air Mail)—A 1,500-seat theatre has been included in building plans for the Shaw Foundation, a vast project in the semi-residential area of this city. Construction has started under the direction of Runme and Run Run Shaw, film executives.

The project, comprising three square blocks, will include business buildings and a large tourist hotel.

'La Strada' Nears Year Run at Trans-Lux 52nd

The Italian film, "La Strada," will complete a year's run at the Trans-Lux 52nd Street Theatre here on July 16, when its gross is expected to be nearly $1,000,000, according to the Trans-Lux Distributing Corp., which is releasing it in this country.

An English-language version of the film will play the Loew's Theatres circuit early in August, when the Trans-Lux 52nd engagement will have ended.

L&G Circuit Leases Two Theatres in Norwalk

Special to THE DAILY

HARTFORD, July 2.—Lockwood & Gordon Theatres have added to their Connecticut holdings. The independent circuit has leased the Palace and Rialto Theatres, Norwalk, from Stanley-Warner for an undisclosed sum, effective immediately.

L&G will continue to operate both the Palace, a first-run, and Rialto, subsequent-run, with William Landers, heretofore S-W's Norwalk city manager, assigned to the Palace as resident manager. William Daugherty will supervise the properties for L&G.

L&G also operates the Norwalk Drive-In at Norwalk.

Reopen in Middletown

HARTFORD, July 2. — Another long-shuttered Connecticut situation—M&D's Middlesex Theatre, Middletown—has reopened. The theatre, in downtown Middletown, is air-conditioned.

. . . NEWS ROUNDUP

'80 Days' to Columbus

It is reported that "Around the World in 80 Days" will have its first Columbus (Ohio) showing about Sept. 1 at the Uptown, 735-capacity downtown subsequent run theatre. The house would be completely refurbished, including new screen and booth equipment.

■

Charity Trailer from Filmack

Filmack Trailer Company, Chicago, has announced the completion of a special feature film produced in connection with the theatre collection drive which is staged annually to further the interests of La Rabida Sanitarium. The drive is sponsored by the Variety Club of Illinois. Mary Hartline, local TV star, is featured in the film. It was personally directed by Irving Mack, Filmack president.

■

Paramount Moving in N. O.

William Holiday, New Orleans branch manager for Paramount, has announced that extensive remodeling and refurbishing is underway in the building located at 2339 Tulane Ave., which is to be their new exchange building. He anticipates moving from the present location within the next month.

■

Curfew Law in Columbus

Parents of Columbus (Ohio) juveniles found violating the city's curfew law are now liable to fines and imprisonment, under terms of an ordinance strengthening the law passed by City Council. Fines up to $50 and jail terms up to 30 days are provided for first offenses and fines up to $100 and 60 days in jail for second offenses. The curfew forbids children under 18 to loiter in public amusement places, streets, parks, etc. from 11 P.M. to 4:30 A.M.

Philippines-Malaya Pact For Production Is Near

Special to THE DAILY

SINGAPORE, June 27 (By Air Mail)—Close to the signing stage here is a joint production contract between Shaw Brothers, of this city, and Everlasting Films, of Manila, P. I. Under the terms of the contract the Shaws will have sole distributing rights for Everlasting films throughout Malaya and in territories where they have theatres, while Everlasting will have exclusive rights to the films in the Philippines, Guam and Hawaii.

Ramon Estella and Joseph Schneider, of Everlasting, are now here seeking local talent for forthcoming productions.



'SUN' IS NO. 1 FROM COAST TO COAST!

June 19 in *VARIETY*:

'SUN' NEW CHAMPION!

Launching of "Island in the Sun" (20th) immediately pushed this screen version of the novel into No. 1 spot by a big margin. Playing in some 16 keys covered by *Variety*, 'Sun' is uniformly sock to great to terrific. In numerous keys, it is running ahead of "King and I" (20th). Pic will rack up close to $500,000 gross in these 16 cities opening week.

June 26 in *VARIETY*:

'SUN' FIRST AGAIN!

'Sun' is taking first money for second week in succession. Amazing part of its showing is the way it has gone big in border-line or near-south communities like Louisville and Baltimore.

EXTEND YOUR SUMMER VACATION THAN

'Sun' Standout

'Sun' Beats Cleve. Heat

'Sun' Lofty

'Sun' Fancy

'Sun' Bright 18G

'Sun' Sturdy

'Sun' Torrid 18G

'Sun' Mighty [illegible] L'ville;

'Sun' Torrid

Zanuck's 'Sun' Bright 117G

'Sun' Tops L.A.

'Sun' Fat

'Sun' Sockeroo

'Sun' Scorching

'Sun' Boff 14G

'Sun' Bangup

'Sun' Wow

'ISLAND' BOFFO

'Sun' Lusty

'Sun' Terrif

'Sun' Large

'Sun' Lively



NO 'SUN'!

CALL YOUR 20TH MAN TODAY!

Berlin Awards

(*Continued from page* 1)

Golden Bear Statue" as the best feature and, additionally, it was recipient of the prize given by the International Catholic Film Office.

Buena Vista's "Secrets of Life" took first prize in the feature-length documentary category. Second place in this category went to the Italian film, "Lost Paradise."

The award to "Twelve Angry Men" paid tribute to the film as a work which "distinguished itself through its search for truth in the service of justice and through its respect of the human life."

Thirty-one features, nine documentaries and 60 shorts were submitted at the festival by 42 nations.

AIP '57 Total

(*Continued from page* 1)

ment of three new distributors for AIP product. Robert O'Donnell and Herman Beisdorf will distribute AIP product from Dallas; N. V. Reagan has been given the Memphis territory, and Harry McKenna and Mrs. Lois Scott will handle AIP in the Oklahoma area.

Rank Bill in Calif.

The Rank Organization's "Reach for the Sky" and "Triple Deception" will open today in seven Northern California theatres, according to Irving Sochin, general sales manager for Rank Film Distributors of America, who said that the openings will be backed by a heavy promotional campaign in the Bay area.

Canadian Prices Up

OTTAWA, July 2. — Admission prices for theatres in several Canadian cities are reported to have increased in latest consumer indexes, the Canadian Government reveals, including boosts in Montreal, Halifax, Ottawa, Toronto, Saskatoon, Regina and others.

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N.Y.; tel. MU 7-8900

FEATURE REVIEWS

Beginning of the End

AB-PT—Republic

There is every evidence at hand to indicate that this kind of "science-fiction" or pseudo science-fiction material as basic motion picture plot structure is profit - making merchandise for many of the nation's theatres. From that standpoint there is no reason to question the probability that this first AB-PT production, which Republic is releasing, will do its fair share of that kind of box office business.

As produced and directed by Bert I. Gordon the film moves well, and is competently performed. It generates a reasonable amount of suspense and excitement and its special effects serve their purpose well. The players will mean little on the theatre's marquee, but the nature of the material will doubtless attract its own special coterie of followers to the box office.

The screenplay by Fred Frieberger and Lester Gorn follows what has come to be the standard pattern in this type of film. In this instance a newspaper correspondent, Peggie Castle, stumbles upon the story of a town dissolved during a single night, its inhabitants gone completely. She discovers that Peter Graves, a nearby agricultural station scientist, has been experimenting with radio-active growing materials, and the two come to the realization that grasshoppers, partaking of the material, have grown to fabulous, frightening size, and threaten to annihilate the countryside. The story from there on out recounts the U. S. Army's fight, with all its weapons, to stem the horde, advancing on Chicago. Fabricating by scientific means the mating call of the insect, the scientist eventually, and at the last moment, lures the insect horde into Lake Michigan and death.

Running time, 73 minutes. General classification. Release, in June.

CHARLES S. AARONSON

Out of the Clouds

Rank Film Dist. of Amer.

"Out of the Clouds" is a drama which takes place almost entirely in and around London Airport and introduces the audience to more characters than could ever have been found in Grand Hotel. The spectator is given a quick introduction to quite a motley crowd—from the patient and understanding duty officer to whom everyone comes with his problems to a dowager passenger on the flight to New York who badgers her meek female servant.

And just as the characters are a diverse lot, so what happens to them is a mixture of moods. Here there is a brief touch of comedy over the dowager taking a tranquilizer to calm her nerves and then falling asleep before the plane can take off. Then there is a bit of suspense as a plane bound for New York is forced to return in a fog when one motor conks out. Later there is a dash of mystery over whether one of the pilots is going to try to smuggle in some illegal drugs. But the greater part of the footage by far is devoted to ardent romance. There are two affairs in particular—one being a case of love at first sight and the other a triangle.

As such multi-character, multi-plot pictures go, this is a competent job but not exceptional in any respect. Some American filmgoers are beginning to know two of the actors well: Anthony Steel, who plays a pilot, and Robert Beatty, who is the duty officer. David Knight and Margo Lorenz are the love-at-first-sight pair, and Eunice Gayson is a stewardness.

The picture was photographed in Eastman Color and contains some scenic views from the air of Rome and Cairo. It was produced and directed by Michael Relph and Basil Dearden. The screen play was by John Eldridge and Relph.

Running time, 79 minutes. General classification. Release, in July.

R. G.

The Buckskin Lady

Bishop-Hittleman—UA

HOLLYWOOD, July 2

"The Buckskin Lady," first of the pictures to be made by the newly formed Bishop-Hittleman Productions organization, gives a showman the names of Patricia Medina, Richard Denning, Gerald Mohr and Henry Hull for billing purposes and provides his customers with a Western containing a great many of the materials found in that school of fiction down the years. It also has a liberal number of sequences having more to do with sex than is par for the 66-minute distance. Drinking and gambling, the latter engaged in dishonestly by the heroine and her father, also are given uncommon prominence and emphasis in a story that ends more formally in a standard use of fists and firearms to dispose of the villain. All in all, it's pretty strong stuff for the kiddies.

The film was produced and directed by Carl K. Hittleman from a screenplay by himself and David Lang based on an original story by Francis S. Chase, Jr. In it Miss Medina is seen as the daughter of Hull, the drunken town doctor of Bitter Water, Nevada, 1878, and Mohr plays a gun-toting admirer of hers (the degree and kind of admiration not precisely clarified in script) who has come back to town, after being away a spell, to get her. She is supporting her alcoholic parent by playing crooked poker with stagecoach passengers in the town saloon—not well regarded by the other ladies of the community—and is loath to take up with the returning Mohr at the point where they left off when he went away, although she finds him and his guns helpful when a bad loser at table demands his money back.

Things stand this way when Denning, a young doctor who has bought her father's practice without her knowledge, arrives to take over. These two like each other at once, and Mohr doesn't like this at all, so there is strife in the triangle, ranging from bank robbery and attempted bedroom intimacy to murder on the open range, until the gun-toter is slain and the young doctor has Miss Medina on the road to recovery from a bullet wound.

Running time, 66 minutes. Adult classification. Release, in July.

WILLIAM R. WEAVER

CinemaScope

(*Continued from page* 1)

only. "DeLuxe Tour" will be designed exclusively as a roadshow attraction for 40 or 50 special theatres in the United States and approximately the same number in the balance of the world.

These theatres will have to be equipped with special projectors and screens for the process. Sequences will be filmed in this new medium in the following locales: The Gold Coast, Dakar, Lapland, Stockholm, Amsterdam, Tangier, Luxor, Istanbul, Greenland, Iceland, Jordan, Syria and the North Pole.

Photography by Paul Mantz

Aerial photography will be under the direction of Paul Mantz who will leave July 10 with art director Jack Smith, to join Zanuck in Europe on a survey to pinpoint these locations. Aerial photography will commence in Lapland above the Polar Circle this summer. There are twelve principal roles in the story and casting will start immediately.

"DeLuxe Tour" will be produced by Robert L. Jacks for Darryl F. Zanuck Productions, Inc., from a screenplay by Richard Carr and distributed by Twentieth Century-Fox.

Walter Keefe, 62

Walter R. Keefe, vice-president and sales manager of Henry Heide, Inc., died yesterday morning in Mary Immaculate Hospital, Jamaica. He was 62 years old. Keefe had been associated with the Heide company for more than 47 years, starting there as an office boy.

FASTER! BETTER!
SPECIAL TRAILERS
FILMACK
'NUF SED!
1327 S. Wabash, Chicago • 630 Ninth Ave. New York

Pay-TV in L.A.

(*Continued from page* 1)

Louis Novins and attorney Mendel Silberberg presenting opposition, as at first hearing week ago. The franchise acquired one additional clause before receiving board approval. This clause gives the city the right to cancel the franchise on two-year notice under specified circumstances. The franchise runs for 21 years.

The terms approved by the board provide for the city to receive two per cent of the gross revenue annually, or one per cent plus five hours weekly in which to broadcast educational or social service programs.

The terms also require the posting of a $25,000 bond to guarantee commencement of operations within two years.

In the form sent to the council, the franchise does not confer exclusivity. Skiatron made immediate application for the franchise. Telemeter did likewise.

The franchise imposes no restrictions on kinds of subject matter that may be televised.

Problems in Japan

(*Continued from page* 1)

submitted to the MPEA meeting here dwelt upon the present and future outlook for American product in Japan.

Maas also reported on an hour-and-a-half talk he held with President Diem of Vietnam during which time he discussed the excessively high duties collected there.

On the subject of India, Maas told MPEA members that new restrictions have been imposed on American films and certain other products, effective July 1. This, he pointed out, was done to prevent excessive exportation of English pounds.

Eagan Going to Bombay

Charles Eagan, MPEA representative in Bombay, is on his way to New Delhi to get an on-the-spot report of the situation and he is expected to report back to the MPEA committee next week, Maas revealed.

Maas also said that in Burma some problems have arisen. In particular, they involve remittances and re-import licenses. Matters, he declared, are not going along with the agreement previously worked out. Eagan, Maas said, will also go to Burma in an effort to straighten out this situation.

MPEA learned, too, that Leo Hochstetter will arrive in the Philippines today. The next 10 days are crucial ones for the MPEA negotiations, which seek to avoid the imposition of an embargo upon American films to the Philippines.

The division of licenses for Pakistan has been moved up to next week's agenda, Maas disclosed.

Ames to A. A. Sales

HOLLYWOOD, July 2. — Melville M. Ames, formerly with RKO Radio, will join Allied Artists Boston Exchange on Monday as a salesman.

Television Today

Caravel Uses New Animation Device

A new Gillette commercial has been produced by Caravel Films using the recently developed Oxberry animation printer, which it is said "can do anything but talk." The Gillette film will be placed on the programs of the top sporting events this fall, probably the World Series. The running time is one minute.

Ford Sponsors Quiz

The Ford Motor Company will sponsor NBC - TV's new High-Low quiz program, which starts on NBC-TV Thursday (9:30-10 P.M., EDT), it was announced by William R. (Billy) Goodheart, Jr., vice-president, television network sales, for the National Broadcasting Co. Jack Barry will be host of the program.

Frederick Ford New Member of the FCC

From THE DAILY Bureau

WASHINGTON, July 2.—Frederick W. Ford, a Justice Department attorney and formerly a Federal Communications Commission lawyer was named a member of the FCC today.

President Eisenhower nominated Ford for a seven-year term to fill the vacancy left by the retirement of Chairman George C. McConnaughey. Ford would not be chairman; the President designated commissioner Doerfer to be chairman.

The 47-year-old Ford has been serving as assistant to deputy attorney general William P. Rogers. A native of Clarksburg, W. Va., and a Republican, he was an FCC attorney from 1947 to 1951, and from 1951 to 1953 served as chief of the hearing division of the Broadcast Bureau. He moved to Justice in 1953.

One Man's TViews

By Pinky Herman

SUPERVISED by Walter Lowenthal, the first installment of the "Life" magazine series, "The World We Live In," titled, "The Earth Is Born," will be ready for theatrical screens in Oct. and subsequently for TV. The 13 articles have been condensed into four half-hour color pix under the direction of Zachary Schwartz for Transfilm. To insure scientific accuracy, nine world-renowned astronomers, geologists and geophysicists actively participated as technical consultants in the production of the pictures. . . . Ed Scoville, Mid-West CBStation relations manager, recuperating from a siege of pneumonia. . . . K & W Film Service has just installed a new type film cleaner for their optical equipment which really *cleans*. . . . Regularly heard on "Radio New York," WOR, Jim Coy is currently making a great number of radio and TV spots for Kool Cigs. Agency is Ted Bates. . . . Michael Ross, formerly production associate on the "Perry Como" and Sid Caesar TV'ers, all set to produce an original musical revue, "Out of Joint," slated for Broadway next February. Score is by Charles Strouse, Lee Adams and Sheldon Harnick.

☆ ☆ ☆

Fordel Films has signed producer-director-writer Don Livingston to an exclusive contract. Don, in the past 16 years has directed more than 70 documentary, educational and industrial films, including "The Next Ten," which was awarded a Golden Reel at the Fourth American Assembly, "The Man on the Hill," awarded the Freedoms Foundation Honor Medal and has also been cited for his fine book "Film and the Director," published in 1953 by the Macmillan Co. and used extensively in both the TV and motion picture production fields. . . . With offices in New York, Detroit and Coral Gables, Van Praag Productions, one of the more successful video, commercial and industrial producers, has just opened its new offices in Hollywood with veep Hugh S. Cole, in charge. . . . Prime Minister Nehru of India will be heard on "Face the Nation" this CBSunday at 5 P.M. TVia a film made in London with Howard K. Smith, the interviewer. Hubbell Robinson, Jr. that net's TVeep in charge of net programming, just back from overseas where he set up new London offices under the supervision of Michael Burke.



Don Livingston

Harris, to FCC

(*Continued from page* 1)

disregard of the rights of interested parties and the rights of the general public as well."

Harris made public his letter to the FCC commenting on the FCC's reply to his original request for a statement of the legal basis for its toll TV ruling. Harris had told the MOTION PICTURE DAILY last week he was writing this letter.

Harris originally asked the FCC a series of questions about toll TV, including its legal authority to act in the case. The FCC replied by sending Harris its May announcement requesting information on field tests for toll TV, and Harris asked for a more precise statement of the commission's legal authority. On June 18, the FCC replied that it had decided it had the authority after "reviewing a great deal of material presented to it. There was no formal opinion and the commission did not prepare and state its legal conclusions in writing." The FCC promised a legal memo on the subject.

'Truly Amazed,' Says Harris

The latest Harris letter said he was "truly amazed over the admission that there was no formal opinion." He said the FCC's 1955 notice of proposed rule-making on subscription television had indicated that the commission realized substantial questions of law were involved, but that the May 1957 announcement simply asserted the commission's legal authority without giving any reasons.

Not only are the parties, the public and Congress entitled to know the answer, he said, but "the commission's failure to state the basis for its conclusions is a violation of the spirit as well as the letter of the provisions of the Administrative Procedure Act."

Harris demanded that the commission consider and formally adopt as part of the toll TV proceedings a statement of the legal basis for its conclusion that it has legal authority to authorize use of TV frequencies for subscription TV operations. Preparation of a memo for Congress would not "constitute a proper discharge of the commission's responsibilities in the instant proceeding," Harris concluded.

WHDH Will Be ABC Affiliate in Boston

WHDH-TV, scheduled to operate on Channel 5, will become ABC Television's primary affiliate in Boston, it was announced yesterday by William B. McGrath, vice-president and managing director of WHDH-TV, and Alfred R. Beckman, vice-president in charge of ABC-TV station relations.

TAKE A TIP FROM M-G-M!

"TIP ON A DEAD JOCKEY" ALIVE WITH ACTION!





Robert Taylor *Dorothy Malone*

OUT OF MEDITERRANEAN SKIES A MYSTERIOUS PARACHUTE!

Above is the artist's conception of the scene at an isolated air-strip outside Madrid. It is the climax of a drama in which an ex-war pilot, who has lost his nerve, overcomes his fear of flying again in a breath-taking emergency involving two beautiful women, a fortune in contraband and the International Police. Your patrons want ACTION! Here it is!

★

M-G-M presents ROBERT TAYLOR · DOROTHY MALONE in "TIP ON A DEAD JOCKEY" co-starring Gia Scala · with Martin Gabel · Marcel Dalio · Screen Play by Charles Lederer · Based on the New Yorker Magazine Story by Irwin Shaw · In CinemaScope · Directed by Richard Thorpe · Produced by Edwin H. Knopf

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 4 NEW YORK, U.S.A., MONDAY, JULY 8, 1957 TEN CENTS

Effective Today

Doob Named MPA Publicity Coordinator

Will Have Offices in New York and Washington

Oscar A. Doob, former Loew's executive, will today take over the newly created post of executive coordinator for the advertising and publicity directors committee of the Motion Picture Association of America. His appointment was announced last week by Eric Johnston, MPAA president, and Roger H. Lewis, chairman of the committee. Doob will have offices with the MPAA in New York and Washington.



Oscar Doob

Some weeks ago, at the suggestion of Johnston, the MPAA earmarked

(*Continued on page* 10)

Woman's Industry Role Stressed by Stellings

Special to THE DAILY

CHARLOTTE, July 7—"You have a share in this industry and can be a big help to it," Ernest Stellings, president of Theatre Owners of America, told the Charlotte chapter of Women of the Motion Picture Industry here Friday night. "We must counteract conditions that aggravate the industry," Stellings said, "we have a product that must be

(*Continued on page* 14)

Television Today Page 15

Booking Pattern Changes as Neighborhoods Play 1st-Run

By JAMES M. JERAULD

Those mass territorial premieres covering 200 or more theatres in entire exchange areas are being supplanted by smaller simultaneous openings running up to 80 houses in areas where cities are close together, or by 15 to 20-theatre concentrations in large cities. The choice of the system depends on local conditions.

New York City requires from 90 to 100 prints for one of these day and date booking ventures. Chicago calls for fewer prints, but is considered ideal for a concentrated campaign. Detroit mass bookings have been very

(*Continued on page* 8)

Ohio Shifts in Booking Bring 'Astounding' Grosses

Special to THE DAILY

COLUMBUS, O., July 7 — Booking first-run features in drive-ins and neighborhood theatres has resulted in "astounding" grosses for many Ohio situations, according to Robert Wile, secretary of the Independent Theatre Owners of Ohio. Some of these first-runs have been on multiple bookings and some individually.

"It figures economically that if you have to pay 35 per cent for second-run pictures, you might do just as well paying 35 per cent for first-run pictures," said Wile.

"Both distributors and exhibitors are happy with the result," Wile added.

Senate Unit Approves SBA Extension 1 Year

From THE DAILY Bureau

WASHINGTON, July 7—The Senate Banking Committee approved a one-year extension, until July 31, 1958, of the Small Business Administration.

The bill would increase the agen-

(*Continued on page* 10)

Rank Distributors Book 20-Min. Product Short

Screenings in all exchange centers are planned by Rank Film Distributors of America for a 20-minute wide-screen short subject called "Full Screen Ahead" to familiarize exhibitors in this country with the forthcoming lineup. Prints have been shipped, says Irving Sochin, general sales manager, for showings during July and August.



Irving Sochin

The first showings will be within

(*Continued on page* 8)

Lawyers to Study Proposals for Changes in Distribution Methods

Lawyers of six major companies will be asked to study recommendations for revolutionary changes in distribution methods submitted by Booz, Allen & Hamilton, management consultants. Joint distribution of prints from eight or nine regional centers and joint accounting and billing are recommended. The lawyers will be asked to decide whether this violates any of the antitrust decrees. Department of Justice approval will probably be sought.

Under short term and long term divisions of the report it is estimated that $3,300,000 annually could be saved after it goes into effect, with $5,200,000 annually on a long range basis.

Copies submitted to each company

(*Continued on page* 8)

Telemeter Corp.

Urges Toll TV Authorization Without Test

Says It Will Continue Development by Wire

By J. A. OTTEN

WASHINGTON, July 7—Subscription television should be authorized now without a test of the system, International Telemeter Corp. told the Federal Communications Commission yesterday.

Telemeter also stated that it will continue wide-scale development of subscription television by wire while the FCC is pondering the use of toll-TV over broadcast frequencies and while a toll-TV test—if it is authorized—is going on.

The company made these state-

(*Continued on page* 15)

FCC Hedges Slightly On Toll-TV Authority

From THE DAILY Bureau

WASHINGTON, July 7. — The Federal Communications Commission on Friday declared it feels it has adequate legal power to authorize a trial of subscription television, but that further study might still show

(*Continued on page* 14)

Memphis Bans 'Island in Sun' As 'Inflammatory,' 'Offensive'

Special to THE DAILY

MEMPHIS, July 7 — Darryl Zanuck's "Island in the Sun," a 20th-Fox release, was unanimously banned from showings in Memphis theatres by the city board of censors.

"The film is inflammatory and too frank a depiction of miscegeneation. It is offensive to moral standards and no good for either White or Negro," Mrs. B. F. Edwards, censor chairman, said. Mrs. Edwards added that the scenery "is exquisite." All four members of the Memphis board saw the film and voted to ban it.

PERSONAL MENTION

SPYROS P. SKOURAS, 20th Century-Fox president, left here Friday for Hollywood.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures, returned to Hollywood from New York over the weekend.

•

NATHANIEL LAPKIN, first vice-president of Stanley Warner Corporation, flew to Hollywood at the weekend. He will return at the end of this week.

•

WALTER BARBER, advertising production manager for Universal Pictures, became a grandfather for the second time when a son was born to Mr. and Mrs. Walter Barber, Jr., last week.

•

BERNARD L. SCHUBERT, president of Telestars Films, Inc., leaves here today for London.

•

SALLY PERLE, head of Central Casting Corporation of the East, left here yesterday for Hollywood.

Reade Suit Against Loew's Units Dismissed

The $1,200,000 treble damage anti-trust action by Walter Reade Theatres, Inc., operator of the Woodbridge Drive-In Theatre, against Loew's, Inc., and Loew's Theatres was dismissed last week.

New York Federal Judge Richard H. Levet dismissed the action of the defendant's motion but granted the plaintiff right to file complaint within 20 days. The suit had charged the defendants, under alleged agreements with "co-conspirators" but not defendants, had imposed unreasonable clearances against the plaintiff in favor of other exhibitors.

Ray Malone Dies

A solemn requiem mass was said Saturday at Immaculate Conception Church, Jamaica, for Raymond J. Malone, manager of the RKO Alden Theatre, who died last week after a long illness. Malone was 42.

Kenyon Committee Head

HOLLYWOOD, July 7—The Writers Guild of America, West, has announced that its president, Curt Kenyon, will preside as chairman of the Cooperation and Grievance Committee.

7th Berlin Festival Proves Big Affair For Business, Too

By VOLKMAR VON ZUEHLSDORFF

BERLIN, July 7—This year's International Film Festival in Berlin, the seventh to be held since 1950, was less an affair of big names than of good, solid business—a side-line to be sure from the official point of view but no less welcome. Representatives of motion picture industry from all over the world were much in evidence if not in the limelight.

Apart from other industry activities, the International Federation of Motion Picture Producers held its convention here, the first one in Berlin. Forty-two nations were represented, the largest participation attained so far by any festival including Venice and Cannes.

Two American Winners

The top awards found two American films honored: Henry Fonda's "Twelve Angry Men," distributed by United Artists, selected as the best feature film; and Walt Disney's "Secrets of Life," handled by Buena Vista, named first in the feature-length documentary category.

Fonda was present, and Trevor Howard, Eroll Flynn, Hildegarde Neff, Francoise Arnoul and others were hotly pursued by the fans, too.

Although the number of pictures accepted from each country was strictly limited, more were shown than last year. Even the smaller countries had their chance, some newcomers to the international scene, among them, Greece, Nigeria, Korea, Malaya, Hongkong, Vietnam presenting features; others like Ceylon, the Belgian, Congo, Morocco, Pakistan, Thailand, Tunisia and even the newly founded African state of Ghana documentaries or cultural films. In a way Berlin seems to have become a favorite place for world premieres of new motion picture producing nations. It would have been too much to expect these to live up to festival standards right away, but at least they received sympathetic attention and encouragement.

Fox and MGM Represented

American features again made a very good showing, the other entries being Twentieth Century Fox's "The Wayward Bus" and MGM's "The Teahouse of the August Moon." Particularly impressive seemed the element of reliability, the fact that year by year Hollywood is turning out some festival-worthy product.

This was taken as a tribute also to the American set-up of motion picture industry—a few financially sound production companies with long range programs and stable standards, as against a large number of small producers aspiring for individuality and experiment, most of them turning out not more than one or two pictures a year as is the case in some European countries. Perhaps this experience will not remain without effect on the development of industry in other countries, in Europe especially when the common market should make some progress.

ABPC Reports Rise In Annual Net Profit

By WILLIAM PAY

LONDON, July 7. — Associated British Pictures Corp. has declared a final dividend on ordinary stock of 12½ per cent which, with the previous interim dividend, makes a total of 20 per cent for the year ended March 31, 1957.

Net profit for the year after all charges was £762,519 ($2,135,053) compared with £583,517 ($1,633,847).

Commenting on the increase in net profit, Sir Philip Warter, chairman of the company, said in his annual statement to stockholders, "Cinema profits maintained last year's level only by increasing seat prices and by the most rigorous economy measures." The profits of Associated British Pathe showed a marked increase.

75 Detroit Exhibitors Launch Promotion Plan

Special to THE DAILY

DETROIT, July 7 — The Detroit Golden Jubilee Committee, chairmaned by Harold Brown, president of the United Detroit Theatres, has swung into action. The voluntary group of 75 exhibitors will raise in excess of $25,000 to renew and stimulate public interest in motion picture theatres.

This will be accomplished during the first phase of the operation by contributions of $800 from first-run houses, $400 from second run, $300 from pre-key, $200 from keys and $100 from sub runs.

On August 1 their will be a mailing of 100,000 letters containing two tickets each which may be used at any participating theatre. A second mailing September 1 of similar size will be post cards with tickets attached, and October and November will repeat letter and tickets and letter and postcard and tickets.

. . . NEWS ROUNDUP

Capitol and 'Pride' Tie-in

More than 20,000 record shops across the country will help promote Stanley Kramer's "The Pride and the Passion" by publicizing Capitol Record's album of the film's sound-track score. Point-of-sale activity will be supported by a disc jockey barrage involving plays of the album over 570 stations covering 32 exchange areas.

■

'Pride' Opens Gary Theatre

Stanley Kramer's "Pride and the Passion" is the first attraction booked into Boston's newly remodeled Gary Theatre starting the first week in August. The theatre is to be equipped with Todd-AO projection.

■

Horne Set for Tour

Geoffrey Horne, one of the leading players in Columbia's "The Bridge on the River Kwai," will launch a promotional trip on behalf of the film that will take him to Atlanta on July 9 and to Boston on July 15. Horne then leaves the states for an acting engagement in France.

■

Fox Boosts 'Partner'

A specialized campaign utilizing heavy local-level newspaper and radio advertising, personal appearance tours and extensive music promotion is set for Regal Films' "God Is My Partner," which 20th Century Fox is releasing this month. The campaign includes promotion of a song entitled "God Is My Partner," written by Max Stein and recorded by RCA Victor.

Whitney Will Produce At RKO-Pathe Studio

From THE DAILY Bureau

HOLLYWOOD, July 7 — C. V. Whitney Pictures, Inc., will establish headquarters at the RKO-Pathe studio in Culver City for future production activities, vice-president Patrick Ford has announced.

The next picture, "Young Land," starts August 1st, for Buena Vista release. The first two pictures, "The Searchers" and "Missouri Traveler," were distributed by Warner Brothers and produced with Warner studio facilities.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145: Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

ummer and winter, fall and spring
lay after day, week after week

YOU CAN ALWAYS DEPEND ON 20TH

for attractions like

he king and i / love me tender / oklahoma! /
he girl can't help it / anastasia /
eaven knows, mr. allison / boy on a dolphin /
sland in the sun

nd now...



AN UNFORGETTABLE EVENT!

cary grant / deborah kerr

in LEO McCAREY'S **an affair to remember**

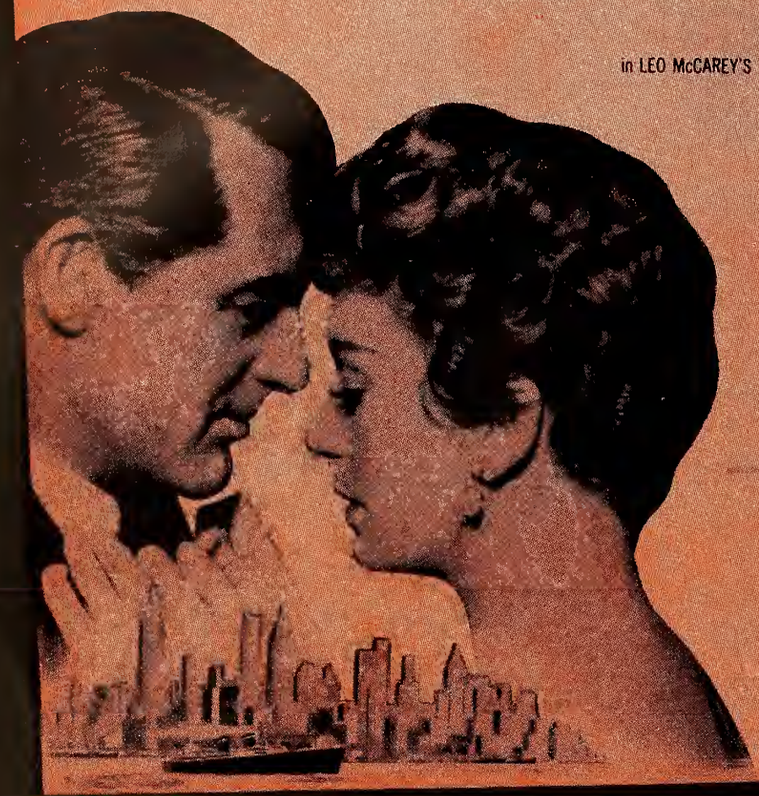
CINEMASCOPE COLOR by DE LUXE

Produced by JERRY WALD / Directed by LEO McCAREY

Screenplay by DELMER DAVES and LEO McCAREY

Original Story by Leo McCarey and Mildred Cram

Jerry Wald Productions Inc.
Released thru 20th Century-Fox





THE BOOM IS ON FOR BOONE!

PAT BOONE / TERRY MOORE / JANET GAYNOR / DEAN JAGGER

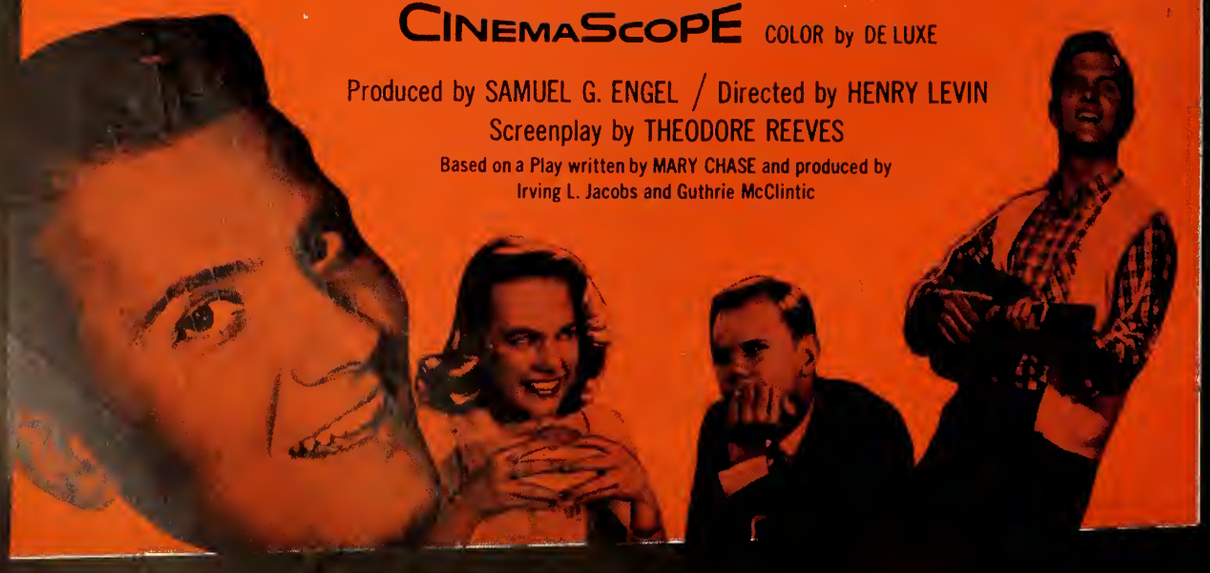
bernardine

CINEMASCOPE COLOR by DE LUXE

Produced by SAMUEL G. ENGEL / Directed by HENRY LEVIN

Screenplay by THEODORE REEVES

Based on a Play written by MARY CHASE and produced by Irving L. Jacobs and Guthrie McClintic



CROSSES A NEW BOUNDARY IN SCREEN ENTERTAINMENT!

BUDDY ADLER'S

a hatful of rain

CINEMASCOPE



starring EVA MARIE SAINT / DON MURRAY / ANTHONY FRANCIOSA / LLOYD NOLAN

Produced by BUDDY ADLER / Directed by FRED ZINNEMANN / Screenplay by MICHAEL VINCENTE GAZZO and ALFRED HAYES

IN THE TRADITION OF "A MAN CALLED PETER"!

God is my partner

A REGALSCOPE PICTURE



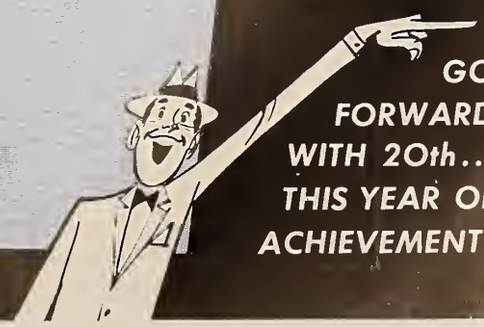
starring
WALTER BRENNAN

co-starring
JOHN HOYT / MARION ROSS
JESSE WHITE

Produced by SAM HERSH / Directed by WILLIAM F. CLAXTON

Screenplay by
CHARLES FRANCIS ROYAL

A Regal Films, Inc. Production
Released by 20th Century-Fox



GO FORWARD WITH 20th... THIS YEAR OF ACHIEVEMENT!

WILL SPELL SUCCESS IN EVERY SITUATION!

will success spoil rock hunter?

starring
JAYNE MANSFIELD

and co-starring
TONY RANDALL / BETSY DRAKE / JOAN BLONDELL

CINEMASCOPE COLOR by DE LUXE

Produced and Directed from his Screen Story and Screenplay by
FRANK TASHLIN



ONE OF THE MOST CHALLENGING
STORIES OF FAITH EVER TOLD!

sea wife

CINEMASCOPE COLOR by DE LUXE

starring
JOAN COLLINS / RICHARD BURTON / BASIL SYDNEY

and introducing CY GRANT / Produced by ANDRE HAKIM / Directed by BOB McNAUGHT

From the Novel "SEA-WYF" by J. M. Scott

Released by 20th Century-Fox



FOR LABOR DAY...

NOTHING GREATER IN THE YEAR OF THE BLOCKBUSTERS!

TYRONE POWER / AVA GARDNER

MEL FERRER / ERROL FLYNN / EDDIE ALBERT

in DARRYL F. ZANUCK'S Production of ERNEST HEMINGWAY'S

the sun also rises

Directed by HENRY KING

CINEMASCOPE COLOR by DE LUXE

Produced by
DARRYL F. ZANUCK

Screenplay by
PETER VIERTEL



SAVAGE AND SPECTACULAR STORY OF THE WEST!

SAMUEL FULLER'S **forty guns**

CINEMASCOPE

starring
BARBARA STANWYCK / BARRY SULLIVAN

co-starring
DEAN JAGGER / JOHN ERICSON
GENE BARRY

and introducing EVE BRENT

Written, Produced and Directed by
SAMUEL FULLER

Globe Enterprises Production
Released by 20th Century-Fox



YOU CAN DEPEND ON 20th THE WHOLE YEAR ROUND!



Booking-Plan

(*Continued from page* 1)

successful, because the Butterfield circuit takes the films immediately after the first concentrated exploitation campaign. Simultaneous runs in two or three downtown Los Angeles houses have been common for years. Openings in outlying districts have been used successfully.

Boston a Good Test Area

Boston is an excellent area for concentration of prints, because an advance campaign on the big radio and television stations there assures coverage in Providence and Worcester and other important cities.

As everyone knows, the first of these big splurges with swift movement of prints from one section of the country to another was in 1943 on "Hitler's Children" by RKO. Variations of the plan have since been used on revivals of "King Kong" and other pictures.

The recent limitations on multiple runs may have been due to reduction of prints. With the print supply down to 200 nationally on many pictures, staffs of shippers are necessary in New York. The plan is to keep every print in action every day of the week and to ship by air—a feat comparable to the job of the men in the La Guardia Field control on a foggy night.

One Week Grossed $130,000

Drive-ins and neighborhood houses can now turn in grosses comparable to the biggest first-runs in many cases where the downtown booking situations block the clearance pattern. A recent multiple-run booking on a picture below the super-special classification brought in $130,000 the first week.

Seven features have been given the multiple run treatment in recent weeks in widely scattered areas. Two are scheduled this month in Manhattan—Elvis Presley's "Loving You" from Paramount, and "Bernardine" from 20th Century-Fox. The Presley film will be shown in 90 theatres and "Bernardine" will go into 100. This by-passes the Broadway first-runs.

Al Daff, executive vice-president of Universal International, has contended for years that he doesn't care whether he gets a Broadway showing ahead of all the neighborhoods on most of the U-I product. The more showings, the better, he insists, no matter where they are.

Detroit Case Cited

Allied Artists stimulated the present trend by multiple openings of "Friendly Persuasion" in Detroit. Matinee business was a surprise, especially in the neighborhoods.

Irving Sochin, general sales manager for Rank Film Distributors of America, used to be with Universal in the heyday of territorial openings. He was quick to grasp the attention-getting possibilities by the city area type of selling. He tried it first in Southern California with "Checkpoint" and "Black Tent" in 12 theatres. Now he has ten more cities scheduled for similar openings.

Sam Pinanski booked "Johnny Tremain," Disney film, into seven houses on the American Theatres circuit and 11 theatres of other groups went into the arrangement. One downtown house was included. He will take the Presley film on the same basis starting July 17.

Ben Marcus in Favor

Ben Marcus, Allied president, is in favor of multiple bookings, especially on pictures that do not require major advertising budgets.

Charles Simonelli, eastern advertising and publicity manager for Universal, has developed his own techniques for staging exploitation campaigns in connection with these openings and has been putting them on regularly since January 1954 when he staged openings for "Six Bridges to Cross" in the New England area.

This year "Tammy and the Bachelor" was booked at the Joy Theatre, New Orleans, with 25 circuit exhibitors taking part in a contest at Pontchartrain Beach on Memorial Day. A few days later the exploitation effort was moved to Boston. That was a territorial saturation campaign with 60 bookings in the Boston and New Haven exchange areas. The intricate schedule was handled with between 12 and 15 prints.

Twenty - one or more Chicago neighborhood houses and some in the immediate surrounding area will simultaneously book 12 new Universal features. This new setup began in late June.

For this drive large ads will be used in the Chicago dailies and nearby newspapers. Personality tours stir up neighborhood excitement and help get merchant cooperation. Six of the theatres on the schedule are drive-ins.

Old clearance patterns are kicked around in these current releasing plans of all companies, but nobody seems to care.

Film Promotions Are at New High For New York's Summer Festival

By JAMES M. JERAULD

New York's Summer Festival, designed to put the summer tourists on the que vive and at the same time keep the natives aware of what's going on in a promotional way has put the film advertising and publicity departments into a state of feverish activity. Both old and new ideas are being used.

Warner Bros. promotion experts delayed not a moment in inviting Skipper Alan Villiers and his crew aboard the Mayflower II to the opening of "Band of Angels," at the Paramount Wednesday. Star Yvonne DeCarlo will greet them wearing $2,210,000 worth of diamonds, according to the Warner experts. These will be from the Baumgold collection and include a necklace valued at $450,000; two rings priced at $370,000 and $295,000, twin brooches, a floral spray, tiara and earrings. She ought to sparkle.

Five Models for 55th Street

The Warner men also have five models ready to attend the premiere tomorrow of "The Rising of the Moon" at the refurbished 55th Street Playhouse. The girls were provided by the Irish Free State to help popularize Irish fashions and materials. They will tour the United States. The Playhouse had been closed since June 23 for a remodeling job.

Twentieth Century-Fox publicists will stage a shipboard premiere of "An Affair to Remember" on the Constitution, U.S. Lines shhip, Thursday. Tomorrow night Universal will premiere "The Man With 1,000 Faces" at the RKO 86th St. Theatre with suitable and impressive ceremonies.

Paramount opened Jerry Lewis's first solo starring picture, "The Delicate Delinquent," at the Mayfair last week.

Lewis and a group are on a 10,000-mile tour in behalf of the film in a United Airlines' Executive Convair which reached New York last week. It left for Philadelphia the following day and continued on to Washington. It was a strenuous schedule in Philadelphia—motorcade from the airport to the Oldsmobile branch (Lewis' TV sponsor), to Warwick Hotel for interviews by Daily News, Bulletin and Inquirer critics and reporters, an appearance at the Stanley Theatre, tape interviews for broadcasts over WRCV and WIP, followed by a Decca Records cocktail party, then a TV appearance and a second stage show at the Stanley.

Documentary from U.A.

In the midst of the avalanche of exploitation news United Artists announced it was making a 45-minute documentary with advice from the National Education Ass'n in Washington on "The Vikings." It will be used in schools and elsewhere, as it shows Viking ships, weapons, daily living articles and costumes worn by the actors, on location in Norway.

Rank Short

(*Continued from page* 1)

two weeks at Boston, Atlanta, Chicago, Dallas, Denver, Detroit, Los Angeles, San Francisco, Washington, and in the New York metropolitan area.

Highlight scenes from "Hell Drivers," "Across the Bridge," "High Tide At Noon" and "Miracle in Soho" are included, along with views of the Pinewood Studios showing Belinda Lee, Peggy Cummins and Flora Robson acting as hostesses.

Lawyer-Study

(*Continued from page* 1)

analyze that company's figures wit generalizations supplied for oth companies.

The present form of distributio by exchanges would be scrapped u der the plan.

The consultants estimate that would take from one to three yea to complete the short term featur of the proposals and from five to te years to get the rest of it into op eration.

The six companies for which fig ures were studied had an aggregat domestic film rental of $239,000,00 for 1956. Branches cost $34,000,00 with the expense of field forces an other distribution costs running up t 14.1 per cent of the receipts. Hom office sales and advertising force were not included in the study.

Recommendations Outlined

The recommendations in the sho term plan include:

Centralization of billing and ac counting into a single building wit data processing facilities. It is fig ured this would save from $1,600,00 to $2,400,000.

Integration of centralized billin with home offices.

Modification of credit and collec tion practices. It is figured central ization of these would save $442,00 annually.

Installation of a credit system wit savings of $900,000.

Consolidation of the existing back room and inspection systems, wit savings estimated between $876,00 and $1,440,000.

Establishment of a timetable fo starting these changes for a perio of 34 months.

Sales and booking offices would b cut sharply. All inspection practice would be systematized. All account ing functions would use electronic de vices. Computers would be used t control scheduling of prints in orde to reduce the number of shipments.

Telephone-Selling Suggested

The engineers say that after centralization of billing, accounting, credit and collections, office space for branch managers, salesmen, bookers and some clerical help could be located in any part of a city. This would make it possible, the report states, to transfer Albany, New Haven and Philadelphia offices to New York. It is also urged that salesmen in fringe areas do their selling by telephone from their homes, and also that the booking could be done by telephone and mail.

Under the suggested plans, the engineers state, the confidential data of each company could be kept from every other company.

Wesley Schram Dies

DETROIT, July 7 — Wesley R. Schram, who operated the Columbia, Echo and Bijou Theatres here, died last week. He is survived by his wife, Anna, and a son, Norman.



BIG FLASH! WARNERS WILL SHOW YOU GABLE'S GREATEST PICTURE IN YEARS ON JULY 12!



CLARK GABLE ~ YVONNE DeCARLO

as the man who took the strange name of Hamish Bond — *as Manty, the girl who thought she was a Louisiana belle...*

BAND OF ANGELS

with EFREM ZIMBALIST, JR. ALSO STARRING SIDNEY POITIER *as Rau-Ru* · IN WARNERCOLOR FROM WARNER BROS.

REX REASON · CAROLLE DRAKE · PATRIC KNOWLES · TORIN THATCHER · ANOREA KING · RAY TEAL · Screen Play by JOHN TWIST and IVAN GOFF & BEN ROBERTS · From the Novel by ROBERT PENN WARREN Music by MAX STEINER

Directed by RAOUL WALSH

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Sc. Rm.
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 11:00 A.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:30 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:30 A.M.

OMAHA
20th Century Fox Screening Room
1502 Davenport St. • 12:45 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 11:00 A.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyption Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Doob Named

(*Continued from page* 1)

$100,000 to set up an organization whereby the public relations work for the industry would be expanded and placed on a permanent basis. While this activity is being sponsored and financed entirely by the MPAA, representing distribution and production, and is independent of the current business-building projects, the continuing public relations work will aim to serve all phases of the industry, with particular emphasis on exhibition. The ultimate purpose is to sell motion pictures to the public and to stimulate ticket-buying at the box-offices of the nation, it was explained.

Will Name Coast Coordinator

Within a short time it is planned to appoint a coordinator for the West Coast public relations activities, working in conjunction with the East Coast office.

"With many of us feeling that the motion picture business has passed through the worst of its problems and is now poised for steady resurgence, we believe that this is a good time to plan an organized, continuing public relations effort," Lewis said. "This plan is not to be confused with crisis-thinking or temporary expediency. For many years other industries have carried out established public relations policies with great success. We visualize a long-range effort rather than a miraculous panacea. No matter how good our business may become, we should always be on the alert to build and maintain good public relations."

Welcomes Doob

Lewis commented further: "Speaking for myself and the other members of the advertising and publicity directors committee, I want to say how pleased we are to be able to have Oscar Doob work with our committee."

Doob retired from Loew's in September, 1955. For some 20 years he was national advertising and publicity director for Loew's Theatre circuit. Then for five years he was an executive in the Loew Theatre operating department.

When he retired he was doing special promotion work for M-G-M pictures. He now makes his home in Washington, D. C.

J. S. Borenstein, 52

HARTFORD, July 7—Funeral services were held last Wednesday, for Joseph S. Borenstein, 52, veteran manager of the Stanley-Warner Strand Theatre, New Britain, Conn., who died suddenly July 2 at his West Hartford, Conn., home.

'World' to Hartford

HARTFORD, July 7—Connecticut premiere of Michael Todd's "Around the World in 80 Days" is slated for July 24 at the downtown Stanley-Warner 1500-seat Strand.

1954 Census Bureau Report Shows:

Concession Sales Total One-Fifth Of Drive-in Receipts; Indoor, 1/10

By J. A. OTTEN

WASHINGTON, July 7—Drive-in theatres got over one-fifth of their total receipts from concession sales in 1954, while indoor theatres got only one-tenth their total receipts from this source.

This was revealed as the Census Bureau published further details on its 1954 census of all branches of the film industry. The Bureau last fall issued major totals on receipts, payrolls and numbers of establishments.

Theatre Total Is 18,491

The earlier report had shown there were 18,491 theatres with $1,407,151,000 of receipts in 1954. This was both indoor and drive-in theatres. The new report showed the details for 11,469 theatres reporting major sources of receipts.

These 11,469 theatres had total receipts directly from customers of $1,183,914,000. Of this, $940,234,000 was admissions excluding taxes, another $112,065,000 was admissions taxes including $98,201,000 of federal taxes, and another $131,615,000 consisted of direct sales of refreshments, not including commissions or earnings from similar facilities owned or operated by others. In addition to the receipts directly from customers, these theatres had $21,780,000 of rentals and concessions, $4,939,000 from advertising, and $527,000 from theatre television.

Half-Million from Theatre-TV

Earlier figures had shown 14,716 indoor theatres with $1,179,371,000 of receipts and 3,775 drive-ins with $227,780,000 of receipts. The new figures showed receipts for 9,462 indoor theatres reporting income sources. These theatres had $1,018,758,000 of receipts directly from customers, including $820,766,000 of admissions excluding taxes $100,033,000 of admissions taxes, and $97,959,000 of direct refreshment sales. In addition they had $18,902,000 from rentals and concessions, $3,869,000 from advertising, and $500,000 from theatre television.

The 2,007 drive-ins reporting sources of receipts had total receipts directly from customers of $165,156,000, including $119,468,000 of admissions excluding taxes, $12,032,000 of admissions taxes, and $33,656,000 of direct refreshment sales. Another $2,878,000 came from rentals and concessions, while $1,070,000 came from advertising and $27,000 from theatre TV.

Double Features in Minority

Another breakdown covering a different group of 12,566 indoor and drive-in theatres showed that less than half of all showings were double features. This table showed 10,928,116 showings, of which 4,451,559 had two or more features. For 10,170 indoor theatres, shows of two or more features accounted for 3,897,348 out of 9,832,829 showings, while for 2,396 drive-ins, programs with two or more features accounted for 554,211 out of 1,095,287 showings.

Earlier distribution totals had indicated 798 film exchanges distributing films other than for television, with total receipts of $625,982,000. The new figures showed details on the receipts of 646 exchanges. These had total receipts of $615,190,000, including $359,542,000 from U.S. distribution, $211,623,000 from export operations, $6,912,000 from rentals of foreign films exhibited in the U.S., $6,690,000 from U.S. rentals on non-theatrical films, and $30,417,000 from other sources.

These same firms had operating expenses of $587,153,000, including $443,948,000 paid to others for their share of film rentals, $71,565,000 for payroll expenses, and $71,640,000 for other expenses.

Earlier production figures showed 541 firms producing films for other than TV use, with total receipts of $75,607,000. The detailed figures showed a breakdown for 300 firms with $57,778,000 of total receipts. These firms received $8,698,000 as rentals directly from exhibitors; $26,144,000 from contract productions for industrial, educational and other organizations; $10,267,000 from studio rentals, laboratory work and other services performed for others; $3,802,000 from loans of players or other employes; and $8,867,000 from other sources.

These same 300 firms had total operating expenses of $327,743,000, of which $13,030,000 were outside the U.S. The expenses within this country included $44,608,000 for materials and supplies, $11,164,000 for rights and royalties, and $258,941,000 for payroll and all other purposes.

'Eden' Not Indecent, Says N. Y. Appeals Court

Special to THE DAILY

ALBANY, July 7—The Court of Appeals has held that the State Education Department exceeded its motion picture censorship authority in banning "The Garden of Eden," in which are shown scenes of nudists.

The state's highest court affirmed, 4—3, a finding by the Appellate Division that the film was not indecent within the scope of the state law. In the majority opinion of the Court of Appeals, Judge Charles S. Desmond wrote that "this picture cannot lawfully be banned since it is not obscene . . . nothing sexually impure or filthy is shown or suggested in 'Garden of Eden' and so there is no legal basis for censorship."

Judge Desmond said that the word indecent has been used in a limited sense "so the license denial was unconstitutional."

Extend SBA

(*Continued from page* 1)

cy's business loan fund from $230 000,000 to $305,000,000, but mal no other changes in the present se up. The Theatre Owners of Americ and many other groups have bee proposing a permanent agency ar many liberalizations in SBA loa policy but the Senate committee d cided instead to simply extend th present law another year.

House Inereased Loan Fund

The House has already passed bill making SBA permanent, increa ing the loan fund to $500,000,00 abolishing the loan policy board, an making other changes. If the Senat passes the Banking Committee bil as expected, a House-Senate confe ence will have to work out a fina measure. This final bill will almos certainly go beyond the Senate ver sion, though perhaps not as far as th House measure would go.

Senator Clark (D., Pa.), who is i charge of the SBA bill in the Senate indicated the Banking Committee ha two reasons for approving the simpl extension instead of a more far-reach ing bill. For one thing, he indicated it's important that the bill becom law before the end of the month, an a more far-reaching measure migh become tied up in the impending civi rights fight, while the simple measur may clear the Senate early next wee before the civil rights fight.

FRB Study Awaited

Secondly, he said, the Federal Re serve Board, at the committee's re quest, is making a comprehensiv study of the credit problems of smal business. This will be ready earl next year, and the committee decide it would wait on more far-reachin SBA changes until it has this repor before it.

Rank Films Big in Drive-Ins, Art Houses

Rank Film Distributors of Americ has been having much success i placing its films with drive-in the tres, art theatres and many neighbor hood outlets, according to Kenneth Hargreaves, RFDA president.

Inasmuch as many first run house have made prior commitments fo July and August, Hargreaves said Rank has decided to concentrate o these other operations. They have proved quite profitable, he said.

As an example, Hargreaves cite Los Angeles, where Rank has sol films to nine drive-ins and three in door theatres and in a seven-da period ending June 12 netted ove $60,000.

The Los Angeles success has in spired J. Arthur Rank to set up sev eral multiple openings, two of which are in Providence and Milwaukee. Hargreaves also said that a multiple first run booking has been set in New York on July 31 for the picture "Value for Money."

BABY'S LOST HIS SHIRT!



The cost of a new shirt is up 131 per cent since 1940. During this same period, only some of you gave a negligible increase to the Prize Baby.

So keep your shirt on when you check your increased costs and remember that the Prize Baby is willing to give the shirt off his back in order to deliver the kind of service you expect and receive—at little cost.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



Movie Market Trends

SINDLINGER & COMPANY, INC. • Analysts • RIDLEY PARK, PENNSYLVANIA. LEhigh 2-4100

Tabulation of more than 120,000 interviews during the past 19 weeks revealed...

35.2% of the week's adult paid attendance came from patrons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attractions they went to see.

Thus, for every $1,000 the average theatre grossed from adults during the past 19 weeks, $352 came from persons who were directly influenced by the coming attraction trailer.

Motion Picture Daily Feature Reviews

The Unearthly

AB-PT—Republic

Blood and thunder advocates should find in "The Unearthly" 73 minutes of unadulterated horror. The protagonist of this second AB-PT production is a modern Ponce de Leon by the name of Professor Charles Conway. The professor (John Carradine) and his able assistant, Dr. Sharon Gilchrist (Marilyn Buferd) madly press the search for the Fountain of Youth.

Dr. Conway's associate, Dr. Loren Wright (Roy Gordon), lures unsuspecting patients to the former's "rest home," located a few miles from civilization. Once in the good Dr. Conway's clutches, however, the victims are, one by one, turned into monsters or are "done in." These poor folks just represent "mistakes" the professor has made in his lab techniques.

The plot thickens when an alluring patient named Grace Thomas (Allison Hayes) enters the mansion. In no time at all, it looks like her number is up, too. But just when life seems darkest, a handsome young patient called Mark Houston reveals himself to be none other than police Captain Rogers. This chap (Guy Prescott) ruins all of the professor's plans by calling for reinforcements. In the end romance blooms as Grace wanders off on the arm of her prince, Captain Rogers.

Running time, 73 minutes. General classification. Release, in June.

NORMAN MORRIS

Outlaw's Son

Bel-Air—United Artists

Hollywood, July 7

The "like father like son" adage is put to test, and is both proved and disproved, in this Western melodrama filmed on expansive scale by Bel-Air Productions and directed with skill and care by Lesley Selander. With names as meaningful as Dane Clark, Lori Nelson and Ellen Drew for billing use, the picture measures up well to exploitation promise. It contains violence, romance and narrative novelty in appropriate proportions and figures to please its target public profitably.

The screenplay by Richard Alan Simmons, from Clifton Adams' book, "Gambling Man," spans ten years in the life of an outlaw's son, who is played in the 12-year-old phase of the story by Joseph Stafford, and by Ben Cooper as of age 22. Dane Clark plays the outlaw father in both phases of the story, and most of the other principals carry through also. The two phases of the narrative, divided adroitly to show the time-lapse, combine to add to rather than detract from the power of the script.

The picture opens with Clark, a professional outlaw, returning to the town where his son, abandoned by him in infancy, has been cared for by his aunt, who hasn't told him of his father's identity. As days go by, with Clark teaching the boy how to shoot, ride and so on, the town gossips and the boy, fighting back against taunts of classmates, precipitates a situation in which the boy's aunt, devoted to the child, falsely identifies Clark as a bankrobber and killer, forcing him to flee into hiding. Ten years later the boy, who has become a Wells Fargo Stage guard, vaccilates between staying honest and turning crook, deciding finally in favor of the latter and agreeing to take part in a stage robbery. A swift series of complications that follow on this decision lead to his promise, given to his dying father, to live an honorable life.

Production by Howard W. Koch is fully equal to the difficult job of maintaining complete coherence in a story full of unexpected turnings. Aubrey Schenck is executive producer. Running time, 88 minutes. General classification. Release, not set.

WILLIAM R. WEAVER

Decision Against Time

Ealing Films—MGM

A very credible film, produced by Michael Balcon, well known for his good works, and starring Jack Hawkins, who is popular in England, and with good reason, for he turns in a fine performance. It is a story of a test-pilot for a commercial airplane builder, who stakes his life—literally—on the sale of an air freight plane which must be sold to the stubborn customer, to save the company's plant—and the pilot's job.

In this suspenseful story, he takes a capacity load into the air, to prove the capability of his plane, for a delegation of skeptical buyers, and promptly, the port engine is on fire, and he is in real trouble. The rest bail out, but Hawkins sees his future plans wrecked if the plane is lost, so he resolves to bring it in. He tells the control tower he will "blow out" the fire—which he does, by putting his heavily loaded plane into a dive. Then, he cruises for 45 minutes over his home field, to lighten the load of gas, while crowds gather to see the crash.

An interfering clerk telephones his wife, saying that her husband is attempting suicide, and she hurries to the field to see him finally land safely—but the after effect of the careless clerk's gossipy talk is a family quarrel, which has to be settled, in spite of his fatigue, as the follow-up of his feat in the air.

All members of the cast are good, and everybody gets proper credit. Elizabeth Sellars is appealing as the troubled wife, Jeremy Bodkin and Gerard Lohan are the children, as likable as any we've seen in a family picture.

Running time, 87 minutes. General classification. Release, in July.

WALTER BROOKS

The Black Tent

Rank Film Dist. of Amer.—VistaVision

An interesting, if not particularly exciting story about life among the Bedouin in the African desert is unfolded leisurely in this Rank import. The backgrounds, in color and VistaVision, are lovely and the atmosphere and customs of the desert tribe seem authentic. But the picture takes some time before making its point.

The majority of the footage is told in flashback as Donald Sinden journeys to Africa when a promissory note, signed by his allegedly dead brother, is brought to the British Embassy. He tries to unravel the mystery at the black tents of the Bedouin by questioning the ruler, Andre Morel, who handed in the note, but the latter is unfriendly and asks Sinden to leave. Before departing, however, he notices a fair-skinned boy in the camp and his native mother who, although unwilling to talk, gives Sinden a diary.

Away from the black tents, the story of the diary is depicted. It seems the brother, Anthony Steel, is badly wounded during the African campaign of World War II and is nursed back to health by Morell's daughter. Their relationship turns into love and eventually marriage. But their happiness is short-lived as Steel learns the British are holding their own and he feels he must return. He leaves his English estate to his unborn child and there the diary en

Sinden dashes back to the r who tells him that afterwards he members of his tribe helped the dier ambush an enemy convoy Steel was killed saving his life. den says the child is entitled to all his fathers' estate, but the boy, to decide for himself, chooses the he knows best and loves.

The picture was produced by W liam MacQuitty, directed by Br Desmond Hurst, and written by Ro Maugham and Bryan Forbes.

Running time, 93 minutes. Gen classification. Release, in June.

JAY REM

Town on Trial

Columbia

HOLLYWOOD, July

A proficient British cast pleasan headed by the American Barb Bates plays out with spirit and in i pressive detail a murder mystery likely to be solved by audiences fore its screenwriters, Robert West by and Ken Hughes intend them solve it. And by that time, due narrative devices skillfully employ by producer Maxwell Setton and rector John Guillermin, audience tention has been shifted from question of the slayer's identity to suspenseful uncertainty of his phy cal fate.

In this final phase of the long, co plex story, the killer has climbed church spire and is threatening leap to his death before the pol officer ascending the spire can rea him.

Names of marquee meaning on t side, additionally to Miss Bates', those of Charles Coburn, wh recognition is universal, and Jo Mills, who has become well a favorably known on this side of water.

The story, which has a number factors in it that suggest adult cla fication, starts with the murder strangulation of a young woman many loves who turns out, when autopsy is performed, to be t months pregnant by a married m Coburn plays a doctor known to principals in the cast, and Miss Ba portrays his daughter, who is also nurse. Mills is the Scotland Ya officer who takes over investigation the case, checking out all the d girl's known intimates and coming with a variety of interesting but conclusive information. Finding t town resentful of his inquiries, sends out a questionnaire to the izenry, asking pointed questions, this nets him no useful data. Eve tually a second girl is murdered, a the detective establishes beyo doubt the identity of the killer, w then flees to the church spire as abo noted.

Running time, 96 minutes. Ad classification. Release, not set.

W.R.

Theatre Admission Prices in Large Cities Reach All-Time High in First '57 Quarter

From THE DAILY Bureau

WASHINGTON, July 7—Large city admission prices hit an all-time high in the first quarter of this year, according to the Bureau of Labor statistics. The bureau each quarter collects figures from 18 large cities and adjusts them to reflect trends in the 34 largest cities.

The bureau said that in the first quarter adult admission prices rose to 131.1, with the 1947-49 average computed as 100. This compared with 129.1 at the end of 1956. The children's price index rose from 113.9 to 116.5, and the combined adult-child index rose from 126.8 to 129.0.

Previous peaks were hit in the second and third quarters of 1955. Prices then went up and down for about a year, and started climbing again late last year, according to the BLS figures.

DISPLAY . . .

that function keys the entire physical makeup of MOTION PICTURE DAILY.

Typographically—to display the news, reviews, special columns of brief reports, of opinion and comment for easy, fast selection . . .

Schematically—to display advertising *dominantly*. In MOTION PICTURE DAILY, typography and makeup collaborate to give the advertiser's own copy and layout their full intended impact.

Editorial columns adjoin to attract readership to his message—but with no jammed hodge-podge of type that competes with the advertiser's message for the eye and mind of the reader.

ORDERLY DISPLAY of editorial matter, reporting ALL the news that IS news, concisely, to the point; *DOMINANT* DISPLAY of advertising—

these are hallmarks of MOTION PICTURE DAILY leadership as a *newspaper* and *advertising medium*.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

National Pre-Selling

DON WELDON has selected many informative and entertaining excerpts from Jesse L. Lasky's book, "I Blow My Own Horn," for the July issue of "McCall's." Lasky relates how he hired and fired Rudolph Valentino, discovered Gary Cooper due to an accident of casting, and how the 13-year-old daughter of the mayor of San Antonio unwittingly set off the $60,000 battle scene of "Wings" before the cameras were ready to shoot the scene.

•

The July 1 issue of "Life," featuring a graphic commentary on "The Happy Road," produced in France by Gene Kelly for M-G-M, will be seen by more than 26 million readers. The plot of "The Happy Road" required Brigette Fossey, the 10-year-old French actress, to have her long curls cut off. When her hair began to fall, she was calm enough. But then she looked off-stage and saw her mother suddenly dissolved in sentimental tears. Promptly Brigette was howling. It took some horseplay by Gene Kelly and her 11-year-old co-star to clear the clouds away. Parents will be especially impressed by the mirror "Life" holds up to a family crisis involving a 10-year-old daughter.

•

"Bernardine," starring Pat Boone and Terry Moore, has been selected by "Seventeen" as the picture of the month for July.

•

Top theatre circuit owners of the nation received a box of cigarettes bearing the label, "An Affair to Remember." Each cigarette has imprinted in red the name of this new 20th Century-Fox film. Also in red, copy on the top of the box reads, "Have an Affair to Remember," which is advertised in the July issue of "Good Housekeeping." Roger Barnett of this Hearst magazine created the stunt.

•

Darryl Zanuck and Ava Gardner, who plays Lady Brett Ashley in "The Sun Also Rises," are on the July 7 issue of "Parade." Lloyd Shearer, west coast editor for "Parade," in the same issue asked Zanuck how he liked being an independent producer. Zanuck said, "I'm happier than I've been in several years. It's a pleasure to produce only those films you want to produce, do what you feel like and have a little time for your grandchildren."

•

Bing Crosby and Inger Stevens, his co-star in "Man on Fire," were on the brightly colored front cover of "Parade's" June 16 issue. In the same issue there is a personality story of this forthright new star. She told Lloyd Shearer, the article's author, that "although she is earning $600 a week, she is not too crazy about Hollywood."

•

There are four ads for motion pictures in the July issue of "McCall's" namely: "Love in The Afternoon," "An Affair to Remember," "Interlude," and a table of contents page ad on "Man on Fire."

WALTER HAAS

Doerfer Outlines FCC-Toll TV Relationship

(*Continued from page* 1)

the need for additional authority from Congress.

As for its legal authority to authorize toll-TV permanently, the commission said it wanted to wait until after a test of the medium before deciding.

The FCC made these statements in a letter to House Commerce Committee chairman Oren Harris (D., Ark.), who has been demanding that the commission document its claim that it has legal authority to license the new service. The FCC letter was sent Friday by newly-appointed FCC Chairman John Doerfer, in response to Harris' third such request to the commission.

The letter was accompanied by a staff brief which stated that the Communications Act of 1934 contains "neither express authorization nor express prohibition" about the FCC's licensing of toll-TV. The burden of the brief, however, was that the legislative history of the act indicated that the commission has this power if it chooses to exercise it.

Monday Deadline for Comments

Monday is the deadline for filing comments on the proposed test of subscription television, with reply comments due July 22.

Doerfer wrote Harris that the commission's "studies to date don't show the need of additional statutory power to enable the FCC" to impose such conditions on a trial as needed to protect the public interest.

Doerfer went on to say, however, that this question might depend on the nature and scope of operation of the toll-TV test, and therefore "we feel we should not try to comment finally on this question until we have the opportunity to consider the comments and replies. If contrary to our expectations we should find that safeguarding the public interest during a meaningful trial of subscription television would necessitate the exercise of regulatory powers not available to the commission under the Communications Act, we would refer the matter to Congress."

The letter said, however, that "a different question" existed in regard to the commission's powers authorizing toll-TV on a nation-wide basis.

"We can't determine without a test," Doerfer said, "whether subscription television on a general scale would be in the public interest, nor the conditions which would have to be imposed ultimately. It would be premature now to say whether the act should be amended."

Sees Full Evaluation Difficult

Doerfer pointed out that Harris had asked not only whether the FCC had the power to authorize pay-TV, but also whether it had the power to regulate it, once it was authorized. Doerfer answered that there was "no practical possibility of making a fully realistic evaluation, at this stage, of the potential impact, favorable or otherwise, of full-scale subscription television operations, or the possible need for controls not available under the Communications Act of 1934, as amended."

The commission's final judgment must be reserved, Doerfer continued, "until we are in a position to base it on something more tangible than the sharply opposed claims of proponents and opponents about a service which is not yet in being, and about which many questions must remain speculative until they are tested in practice."

The FCC's only aim now, Doerfer said, is to "concentrate on a study of the conditions under which it may be desirable to run a test of toll-TV." A detailed commission opinion as to the FCC legal authority to license such a system is "unnecessary and unwise" at this time, he said.

The FCC staff memo starts off by pointing out that the Communications Act does not expressly authorize or expressly prohibit toll TV. However, it continues, the act does specifically limit the commission's authority to okay other types of services, and apart from these limits, lays down only the general qualification that as a condition to all licenses, the commission must find that the public interest, convenience or necessity would be served.

Feels Authorization Is Restricted

"Thus," it declares, "the authorization of subscription television would be subject to the requirement of such a finding. There appears to be no other language in the statute suggesting Congressional intent to limit further or to prohibit authorization by the commission of subscription radio or television operations."

The memo cites the legislative history of the act to show that no prohibitions were intended on subscription broadcasting, and says that recent bills to ban toll-TV indicate that the bills' sponsors feel the commission has the authority to license it.

Woman's Role

(*Continued from page* 1)

sold and we must work together. You can participate in the promotional campaign."

Stellings predicted a bright future, saying "we will have nearly 400 pictures next year, about 115 more than we had this year and last."

Mrs. Stella Poulnot of Atlanta national president of WOMPI, attended the banquet at which Nancy Wilson was installed as president, succeeding Mrs. Viola Wister.

Mrs. Margie Thomas was honored as Charlotte WOMPI of the year.

Introduce Bill to Halt 'Leaks' of FCC Decisions

From THE DAILY Bureau

WASHINGTON, July 7. — Senator Jackson (D., Wash.) has introduced legislation to prevent "leaks" of decisions by the Federal Communications Commission and other Federal regulatory agencies.

It would provide criminal penalties for unauthorized disclosure of how members have voted or are planning to vote. A companion bill would provide criminal penalties for outsiders who make private arguments to agency members in an attempt to influence their decisions.

Weil Joins Columbia

John A. Weil, most recently with the General Foods Corp. public relations department, has joined Columbia Pictures International Corp. as assistant to Lawrence H. Lipkin, who is in charge of publicity, advertising and exploitation with the title of assistant to the president. He replaces F. F. Galvan, who left Columbia several months ago.

PEOPLE

J. Arthur Rank, who was made baron in the Queen's Birthday Honours List, has taken the title of Baron Rank of Sutton Scotney in the County of Southampton.

□

James Biondo, free-lance motion picture publicist, has joined Continental Distributing, Inc., as temporary assistant to **Sheldon Gunsberg,** director of advertising and publicity.

□

Edward A. Wolpin and **L. J. Silberling** have been elected directors of Paramount Music Corporation, it was announced by **Arthur Israel, Jr.,** vice-president of the music company.

□

Alfred W. Perry, president and general manager of Empire-Universal Films, Ltd., Toronto, has resigned. **Alex Metcalfe,** general manager of Sovereign Film Distributors, Ltd., the television and 16mm branch of E-U, has taken over as acting general manager of the company.

□

Richard Empy has been appointed MGM publicity director in the Detroit area, replacing the late **Charles Deitz.** Empy was formerly with a Duluth, Wisc., circuit.

IN OUR VIEW

THE vitally important area in the television orbit of news handling has come in for prime executive attention in the address of Frank Stanton, president of the Columbia Broadcasting System, before the National Press Club in Washington last Tuesday. We have found in past utterances that Dr. Stanton's viewpoints are sound, honest, sincere and direct. That may be regarded as an unseemly coterie of adjectives, but in this circumstance we feel them to be eminently justified.

Dr. Stanton's observations on the matter of TV news handling merit the careful study of everyone in the business. They are compounded of responsibility and a reasonably aggressive approach to what might be described as the rights of the medium.

•

No one conceivably can quarrel with the executive's major premise, that reporting the news is the prime function of any medium of communication. He speaks of the necessity of television having had to harness a new technology, electronic journalism, complicating further the basic new problems inherent in radio news reporting. In using this "wholly new dimension" in journalism, Dr. Stanton says, "we feel duty-bound to bring the most important men and ideas of our time to the American people." He further substantiates his point with reference to Thomas Jefferson's conclusion that the people "may be safely trusted to hear everything true and false and to form a correct judgment between them." Dr. Stanton is right when he says we must accept Jefferson's thesis in its entirety or not at all.

•

Granted the Jeffersonian premise is basically sound, it nonetheless does not open the door to journalistic carte blanche in television, since that sense of responsibility which must guide the action of the news reporters in television is further and emphatically bound by the fact that television enters the home in a much more complete and subtle manner than does the daily newspaper or the weekly or monthly magazine.

CBS, in its approach to the whole matter of television news coverage, always has insisted upon, and if necessary fought for, the maintenance of its editorial integrity, and in that they have performed a fine and wholesome service for the whole industry of television.

•

Dr. Stanton takes up in some detail the problem—for problem it is—of editorializing. The circumstances of broadcasting basically make of the editorial concept a serious, perplexing and quite unprecedented problem. He cites one principle which he sees quite rightly as permeating the whole matter: the "obligation . . . to maintain fairness and balance in the presentation of controversial ideas."

Cited are three ways to editorialize (1) in the course of news programs (we shout, No, a thousand times No); (2) via "columnists of the air" (practicable, but must be clearly labeled as editorial commentators, we believe), and (3) for management itself to express its editorial views in its own name (this last would seem to us to be the most intelligent, least troublesome, and least intrusive form). Dr. Stanton says they have rejected the first two courses, wisely, and are moving slowly on the third.

Even this method has its own special problems, but it seems to us the best. It is a happy circumstance, in any case, that this vital problem is receiving careful attention at the very highest levels.

—Charles S. Aaronson

Television Today

Urges Toll TV Without Test

(*Continued from page* 1)

ments in response to an FCC request for comments on a proposed field test of subscription television. Deadline for filing is tomorrow, and Telemeter was the first party to file.

Telemeter told the FCC that subscription television is a broadcast service and that therefore "there are no valid reasons why subscription television should not be authorized on a permanent basis at the present time." Authorizing it on a trial basis, Telemeter said, would ask investors to put their money "into a proposition which has no assurance of permanence." Only limited sums would then be available for toll-TV, Telemeter went on, and "it would not be possible to attract the kind of programming that full scale subscription television is capable of bringing to the public."

Sees No Precedent

Telemeter maintained that the FCC has never before used a test operation to prove public acceptability and stated that the matter should best be left to the public by authorizing toll-TV for "keeps." Its comments also maintained that the Commission never before concerned itself with the impact of a new medium upon an existing one, and declared that a test of toll-TV would not prove its impact on sponsored television. A test "may only prove to be a fertile breeding ground for argument, controversy and delay," Telemeter said.

"All that Telemeter is asking is an opportunity to invest its money to bring a new service to the American public," the company said. "We do not see why this opportunity should be shut off or delayed merely because vested interests in sponsored television will have to bestir themselves to meet the challenge of changed conditions."

Telemeter said its plans to proceed with subscription television on a wired basis "are fully developed," and that it could wire a community and install the necessary three-channel toll-TV equipment for $100 a home. "We are convinced that once subscription television gets started, it will provide a vivid proof to all broadcasters that subscription television can supplement their programs and their revenues, thereby restoring independence to the individual licensee," Telemeter said.

Plans 'Full Speed' Ahead

Telemeter intends to proceed "full speed" with installations of subscription by wire, the comments said, because "when the Commission ultimately authorized subscription by air, these customers of subscription by wire will become the nucleus of an audience for subscription by air." Telemeter stated it feels that the financial future of wired toll-TV is secure, whether or not toll-TV by air is ever authorized.

Telemeter told the FCC, however, that if a test of toll TV is authorized, the company would cooperate completely. It declared that if the test is to be significant, there should be "a minimum amount of restrictions surrounding it," with only one essential restriction — participating stations should be limited to non-network, non-affiliated, independent stations.

Wants Maximum Cities, Operators

If a trial operation is conducted, Telemeter continued, it should be done in as many cities and by as many independent operators within a city as are willing to make a test. There should also be no limitation on the number of subscribers, the comments said. "A few subscribers might have no impact," Telemeter explained. "Many subscribers could have a substantial impact."

Telemeter also urged that the FCC prescribe uniform standards for toll-TV broadcasting before putting a test operation on the air. The company said it planned to offer its equipment for lease only, during any test of the medium, and would make its equipment available to all qualified applicants.

The company also recommended that any test be authorized for an indefinite period of time, with the proviso that the FCC give at least nine months notice before the tests are to be terminated.

Wall Size Television Seen on the Way

A new development by Sylvania Electric Products known as "Sylvatron" enables images to be produced on coated flat glass panels only one eighth of an inch thick. A Sylvania representative predicted that within five years this development will lead to flat-wall television screens of almost any size.

CBC OKays 5 Canada Outlets

Special to THE DAILY

TORONTO, July 7.—The Board of Governors of the Canadian Broadcasting Corp. has recommended the approval of licenses for five TV stations in Canada. These stations would be located at Red Deer, Alta.; Matane, Que.; Three Rivers, Que.; Prince Albert, Sask., and Swift Current, Sask.

A request by CKCO-TV, Kitchener, for an increase in power, was denied by the board. The latter station is patrially owned by Famous Players Canadian Corp.

NBC Public Service $470,823 in May

Public service spot announcements worth almost half a million dollars were broadcast during May by 12 NBC owned radio and television stations in eight cities, according to Thomas B. McFadden, vice president in charge of NBC owned stations and NBC spot sales.

A survey of the NBC owned stations showed that a total of 5011 announcements, worth $470,823, were devoted to public service during the month. These announcements supported the stations' "Impact public service" projects as well as their day-to-day efforts in the community interest.

Promotes Single Objective

"Impact public service," which was introduced early this year, is a plan whereby each NBC owned station periodically uses all of its resources to promote a single public service endeavor.



TRANSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC

THE MIGHTIEST ONE IS HERE!

TO ALL EXHIBITORS:

On the basis of the sensational returns from the 3 world premiere engagements (Capitol, N.Y. — State Lake, Chi. — Fox Wilshire, L. A.) I predict that in

"THE PRIDE and THE PASSION"

not only will United Artists have the biggest blockbuster in all its history, but that this monumental film will be among the FIRST 6 boxoffice grossers from any company in the history of the entire motion picture industry.

WILLIAM J. HEINEMAN
Vice Pres. in Charge of Distribution.

CARY GRANT
FRANK SINATRA
SOPHIA LOREN

in STANLEY KRAMER'S MONUMENTAL FILMING OF

"THE PRIDE and THE PASSION"

THRU UA

TECHNICOLOR® · VISTAVISION®

with THEODORE BIKEL • JOHN WENGRAF • JAY NOVELLO • JOSE NIETO • CARLOS LARRANAGA • PHILLIP VAN ZANDT • PACO EL LABERINTO

Screen Story and Screenplay by EDNA and EDWARD ANHALT • Based on the Novel "The Gun" by C. S. Forester

Music Composed by George Antheil • Produced and Directed by STANLEY KRAMER

THE MIGHTIEST ONE IS HERE!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 5 NEW YORK, U.S.A., TUESDAY, JULY 9, 1957 TEN CENTS

'Pride' Leads Parade

Long Weekend Aids Business On Broadway

But Some Report July 4 Grosses Behind Last Year

Broadway theatres enjoyed excellent business for the long four-day weekend beginning Thursday, exhibitors reported yesterday, despite the fact that business on July 4th itself was not up to last year for many. On that day in 1956 grosses were unusually good, and showmen pointed out that they had been aided by inclement weather. This year, the skies were sunny and clear.

Continuing to hold the pace it has already set as one of the biggest hits in the history of the Capitol and one of the biggest grossers for United Artists ever was Stanley Kramer's "The Pride and the Passion." The picture took in a huge $59,440 at the theatre over the four-day weekend with $17,200 on July 4 alone. It is estimated

(*Continued on page* 3)

Clasa's Mexican Stages To Be Closed July 31

Special to THE DAILY

MEXICO CITY, July 8.—Stages of the Clasa Studios will be closed July 31, but the labaratory will continue until October. The studio, which opened in 1935, has been a deficit operation for some time.

The Picture Production Workers Union (STPC) is taking the closure calmly as more work is expected by members at the Churubusco, Tepeyac and San Angel Inn plants. This closure, following the recent shuttering of the Azteca Studios, is described as a "wholesome reorganization of the industry" by Felipe Palomino, secretary general of the labor group.

Television Today Page 6

Toll-TV Test Would 'Serve No Useful Purpose': Joint Committee

By J. A. OTTEN

WASHINGTON, July 8.—The "appropriate remedy" in the toll television dispute at this time "is not a test but an out-right dismissal of the pending petitions or, at the very least, a public hearing where oral testimony will be given under oath," the Joint Committee on Toll-TV told the Federal Communications Commission today.

The assumption that a field test would serve any useful purpose is "fallacious," the committee asserted in its response to an FCC request for comments on a proposed field test of subscription television. The general tenor of the FCC's notice asking for comments on a test, it continued, "clearly indicates that the commission itself is not convinced that a test will prove anything and has not formulated a definitive understanding of what it hopes to gain by a test."

The committee called this "the first known instance where an applicant's inability and/or unwillingness to offer evidence that its proposal would serve the public interest becomes the basis for granting the proposal."

The committee said it was "quite

(*Continued on page* 3)

Reveal '1984' Film Subsidized by USIA

From THE DAILY Bureau

WASHINGTON, July 8.—The film version of George Orwell's novel "1984" was the film which the U. S. Information Agency helped out with a $100,000 subsidy, according to reliable sources.

"1984" was produced by Holiday Film Productions in England for distribution by Columbia Pictures. It was nationally released in this country in September, 1956.

Earlier this year, when the U.S.I.A.

(*Continued on page* 3)

Figaro Officers and Board are Reelected

All officers of Figaro, Inc., were reelected at a meeting of the board of directors held here yesterday. Joseph L. Mankiewicz continues as president, Emanuel Sacks as executive vice-president and Robert Lantz as vice-president. Richard Reiss remains secretary of the corporation, and Earl Rettig and Michael Mindlin, Jr. continue as treasurer and director

(*Continued on page* 2)

RKO to Start New Program of Shorts

RKO will initiate a new program of short subjects with 12 new films scheduled for release between this Thursday and Aug. 26, it was announced yesterday by Budd Rogers,

(*Continued on page* 3)

Business Holding Well for Little Rock, Ark. Drive-Ins; Some Report Increases Up to 17%

Special to THE DAILY

LITTLE ROCK, Ark., July 8.—Summer business for drive-in theatres in this area is running about the same as 1955 and 1956. That was the statement in general by managers of six drive-in theatres in this area in recent interviews. Business increases of 10 and 17 per cent were reported by a few while the majority felt there had been little or no change.

Admission prices are the same with the majority. The one increase was only 10 cents. The "fifty cents a carload" or "dollar a carload" is not in effect here and no plans to launch it are being considered. Each drive-in is enjoying an increase in the concession business, due partly to a better selection of items offered, exhibitors said.

Because of unusually heavy rains in this area for several months and floods last month, mosquitoes are a major problem at the drive-ins. Some are meeting the situation with spray and fog-type insecticides over the area before the show begins and at intermission.

With FCC

Seven Groups File Briefs on Toll-TV Tests

Deadline for Answering New Comments is July 22

From THE DAILY Bureau

WASHINGTON, July 8.—The Federal Communications Commission today was recipient of several more reams of printed matter relative to toll television and specifically concerned with whether or not the Commission should authorize toll TV tests. Today was the deadline for the filing of those comments. Deadline for the filing of answering comments on today's opinions is July 22.

Chief opponents to the proposed tests who filed today included, as expected, the three television networks —the American Broadcasting Company, the National Broadcasting Company and the Columbia Broadcasting System — and the Joint Committee Against Pay TV, all of whom reiterated their previously declared positions with special respect to the proposed tests. Chief proponents filing today

(*Continued on page* 6)

Mich. Allied Delaying COMPO Dues Payments

Special to THE DAILY

DETROIT, July 8.—Members of the Michigan Allied unit have been asked to withhold contributions to the Council of Motion Picture Organizations until national Allied and COMPO have agreed on terms of a rapproach-

(*Continued on page* 3)

Rally to Aid Victims Of Hurricane Today

Hulan Jack, president of the Borough of Manhattan, actress Yvonne DeCarlo and "rock-and-roll" master of ceremonies Alan Freed will join with New York City and Red Cross officials in Times Square at noon today to head the notables at the emergency rally called by the New York Chapter of the American Red Cross to aid victims of the Louisiana hurricane and tidal wave disaster.

PERSONAL MENTION

DORE SCHARY, consultant for M-G-M, is scheduled to arrive here today from England.

•

BOB GOODFRIED, Paramount studio exploitation manager, will arrive in New York today for 10 days of home office conferences.

•

JEAN GOLDWURM, president of Times Film Corporation, will sail for Europe Thursday.

•

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, has returned to his office at the studio from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, have returned to New York from Des Moines.

•

FRED ZINNEMANN, director of "A Hatful of Rain," has arrived here for conferences with 20th Century-Fox executives.

•

NED SECKLER, Far Eastern supervisor for RKO Radio, will arrive in Singapore tomorrow on his current tour of offices in his territory.

•

MORRIS LEFKO, Paramount "Ten Commandments" sales executive, left New York last night for Milwaukee and Chicago.

U-I's Golden Jubilee Film Preview Tonight

City and state officials will join stars of stage, screen, television and radio and leaders of the motion picture industry and publishing world at a special invitational preview of Universal-International's "Man of a Thousand Faces" at the RKO 86th Street Theatre here tonight.

The picture has been designated Universal's "Golden Jubilee Film" in commemoration of 50 years of motion picture making in Hollywood.

Turnbull Elected

The election of W. J. Turnbull as executive vice-president and member of the board of directors of National Theatre Supply Co. was announced yesterday by Walter E. Green, president. Turnbull has been vice-president in charge of Eastern district sales for the company since 1951.

Todd Blankets London With 'World' Stories

By PETER BURNUP

LONDON, July 8. — The imperturbable, unpredictable and highly vocal Michael Todd has left these shores, leaving a wake behind him of still stunned citizenry.

No one in the furthermost corner of these islands can now claim that he has not heard of "Around the World in Eighty Days." Every newspaper from "The Times" down to the tabloids carried stories, couched in various types of excitement, of the fabulous Arabian Nights party which Todd ran at the Battersea Pleasure Gardens following the opening of his film at the Astoria Theatre.

Best Since Barnum

There were slightly hysterical accounts of the occasion also on both TV networks. There's been nothing like it before or since Barnum, declare old and experienced showmen. Todd certainly showed us how to sell the picture, others say.

In the view of many who had seen the show in New York in full Todd-AO the Astoria screening seemed to lack some of the New York brilliance. National critics vary in their verdicts, but all agree—despite the absurdities of the story—that it comes out as a showman's show **par excellence.** Down to earth writers aver that it will run at the Astoria for months if not years.

Set Double N. Y. Bow For 'Love in Afternoon'

Billy Wilder's "Love in the Afternoon," an Allied Artists release, will open simultaneously at both the Paramount and Plaza Theatres here late in August, Morey R. Goldstein, vice-president and general sales manager of Allied Artists, announced yesterday.

The picture, which previously had been announced as opening at the Paramount alone, will be shown instead, in the two theatres because "the combination of broad and sophisticated comedy in this picture makes it an equally potent attraction for both commercial and specialized theatres," Goldstein said.

Oscar Vollert Dies; Exhibitor Since 1911

MILWAUKEE, July 8.—Oscar Vollert, 89, a retired theatre owner and manager, died here after a long illness. From 1911 until 1925 he managed the Idea and Henry Boyle Theatres in Fond du Lac. He then returned to Milwaukee and opened the Liberty Theatre. He managed the Strand Theatre here from 1946 until 1950, when he retired.

Seek to Settle Decatur Theatre Council Dispute

ATLANTA, July 8.—An attempt to settle the dispute between the Decatur (Ga.) Better Films Council Committee and Fred Storey, owner of the Decatur Theatre there, over the number of persons attending the theatre free of charge will be made this week.

The meeting was called after city attorney Hugh Burgess delivered an opinion on the city ordinance under which the film group operates. Burgess advised both Storey and the council on what he thought each should do, but his suggestions have not been revealed as yet.

Storey had charged the council abused its attendance rights with more persons seeking to attend the theatre as committee representatives in one week than there were on the entire board.

Figaro Board

(*Continued from page* 1)

of advertising and publicity respectively.

Members of the board also remain the same. They include: Joseph L. Mankiewicz, Emanuel Sacks, Bert Allenberg, Alan Livingston, Abraham L. Bienstock, Earl Rettig, Robert Lantz and James E. Denning.

The board also approved a plan to expand into the legitimate theatre with a new Carson McCullers play titled "The Square Root of Wonderful."

Figaro, Inc. is getting ready to launch production on two Walter Wanger films, "Border Trumpet" and "Commencement." At present Joseph Mankiewicz is editing and scoring the latest Figaro production, "The Quiet American," in Rome. The picture is to be released by United Artists sometime in late October or early November.

Figaro also expects to step up activity in television in a short time, though no definite plans have been made public yet.

Personnel Cutback for Government Film Unit

From THE DAILY Bureau

WASHINGTON, July 8. — The Commerce Department's Motion Picture Division has suffered a 25 per cent cut in personnel as a result of Congressional economy action.

Congress this year cut deeply into the appropriations for the industry divisions of the Business and Defense Services Administration. In fact, at one point the House had eliminated the industry divisions, but later went along with a Senate decision to restore some money.

Crown Colleen Today For 'Moon' Premiere

Patricia Kelly of Farmingdale, L. I., will be crowned with shamrocks at noon today as New York's "prettiest colleen" in the 55th Street Playhouse at the American premiere of "The Rising of the Moon." The John Ford film for Warner Bros. release was filmed entirely on location in Ireland.

Miss Kelly was selected yesterday over nearly 100 other entrants. The premiere ceremonies for the picture will begin when New York City Fire Commissioner Edward Cavanagh, Jr., cuts the green ribbon in front of the theatre and thereby reopens the New York showcase, which has been closed since June 23 for extensive alterations.

Lasky Book Published

Jesse L. Lasky's personal story, "I Blow My Own Horn" was published July 3 by Doubleday and Company. The book, written in collaboration with Don Weldon, reminisces on Lasky's half-century in motion pictures and is in effect a history of Hollywood as well.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE • LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release • TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

FASTER! BETTER!
SPECIAL TRAILERS
FILMACK
'NUF SED!
1327 S. Wabash, Chicago • 630 Ninth Ave. New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Toll TV

(Continued from page 1)

clear that the commission itself, is not, as yet, satisfied that an experiment will, in fact, be helpful to it in determining whether subscription television will serve the public interest." A limited test of the sort the commission seems to have in mind, the committee continued, "is not feasible" and wouldn't serve the public interest.

A limited test "would not produce the data upon which the commission can authorize subscription television," the Joint Committee said. "Its only effect will be to expose the public to whatever potential harm is available from subscription television, and to permit the promoters to get their 'foot in the door' and be in a position to see that it remains firmly implanted." If a test situation is to be meaningful, the committee went on, it "would entail the very consequences that the commission desires to avoid by not issuing a full-scale experimental authorization."

Yet, the committee pointed out, a full-scale authorization would "in a very short period of time, prove that pay-to-see television would be successful — from the economic vantage point of the proponents."

The National Association of Radio and Television Broadcasters urged the FCC to seek authority from Congress "before it undertakes to sanction illegally, as we believe, a system far removed from, and actually diametrically opposed to broadcasting as it is today and always has been." The Association called pay-TV "a promotors dream which could become a public nightmare."

The American has property rights in the present free television channels, the NARTB said, and authorization of subscription television on these channels without the consent of Congress would violate this right. "Temporary" authorization by the FCC, under the guise of experimentation, would be just as illegal as permanent authorization, the NARTB declared.

It said that experiments conducted in some other part of the spectrum not now allocated to free television might be justified.

Warners Buy 'Pick-up'

HOLLYWOOD, July 8.—Warner Brothers purchased "Pick-up on Dope Street," independently made feature produced by Andrew J. Fenady and directed by Irvin Kershner, and signed both men to long term contracts.

REVIEW:

God Is My Partner

Regal Films—20th-Fox—Regalscope

FILM STORIES which transpire in a court room are not generally the kind that satisfy the family audience group, but this one has redeeming qualifications. It tells of an action brought by two neighbors against a famous and wealthy surgeon to restrain him in the handling of his own money, on the grounds that he is mentally incompetent. They prove that the old doctor has opened a bank account in the name of "Uncle Charley" —and writes checks for anyone deserving of his whim. And that he has provided a Christmas tree, in May, and given away $20 bills as gifts— and donated $50,000 to his church, because of his stewardship, with the explanation that "God is my partner." And that he hobnobs with certain unsavory characters.

Walter Brennan plays the benign old doctor, and Marion Ross is a young woman acting as the doctor's legal counsel. The rest of the cast and credits are adequate in this Regalscope film in black-and-white, released by 20th Century-Fox. Some reviewers have regarded the picture as "a church film"—not intended for theatres, but we are of the opinion that it will bring the family audience to the movies in hundreds of situations outside the metropolitan areas and "west and south of the Hudson"—as Terry Ramsaye used to say. The producer, Sam Hersh, has a reputation for religious themes.

In the story, the lady counsellor draws out the facts of the case. The doctor did engage "Louis the Lump" to play Santa Claus, at a Christmas party out of season, for a little boy whose dangerous brain operation had deprived him of Christmas at the proper time. "Louis" was a little inclined to be light-fingered, but he picked his own pockets to put out enough $20 bills to go around for all the crippled children in the hospital. His friend, who did a stretch in the stir with Louis, testified that the doctor had set him up in business—the first he had ever known that was "on the level," and he was paying the doctor back, a "C" note at a time.

The case began to crumble and finally collapsed when the lady lawyer called the prosecuting attorney as a witness—which the judge said was unusual, but legal. Then she asked, "Do you belong to a church? And do you give contributions to charity?" When he said of course he did, she asked "Why," and that was a poser. The judge immediately directed a verdict in favor of the defendant—and dismissed the case, since the venerable physician had an equal right to bestow his own funds.

Running time, 80 minutes. General classification. Release, in July.

WALTER BROOKS

RKO to Start

(Continued from page 1)

who along with RKO sales executives, will supervise the distribution of the shorts through local releasing organizations in every exchange area. The same set-up is being utilized to handle a number of RKO productions not involved in the domestic distribution deal now in force with Universal-International.

Included in the shorts is a group of four two-reelers-RKO Pathe color special, "Saga of Kittimat," and three RKO Pathe specials, "Bred to Stay," "Brokenhearted Ski" and "Polar Outpost." There are also several in the Sportscope series.

Reveal '1984'

(Continued from page 1)

budget was before Congress, agency officials admitted spending $100,000 to help finance an anti-Communist motion picture, but refused to reveal the name. They said the film was still being distributed overseas with telling anti-Communist effect, and that to disclose the government's role in its production would permit the Communists to attack the picture and so reduce its impact.

Over the weekend, however, newspaper dispatches carried the story that "1984" was the film involved, and reliable sources confirmed this fact.

Long Weekend Aids Business On Broadway

(Continued from page 1)

that the film will gross $77,000 in the second week of its Broadway engagement ending Thursday.

The Radio City Music Hall reported that it did a big $95,000 for the four days beginning Thursday. On July 4 receipts totaled $27,567.

Also continuing to hold its own was Darryl Zanuck's "Island in the Sun" at the Roxy, where four-day receipts were $57,000. The 20th Century-Fox release pulled in $18,000 for the holiday alone.

At the Paramount, where AB-PT's "Beginning of the End" is featured with a rock 'n' roll stage show, the period Wednesday through Sunday totaled gross receipts of $97,000. The theatre recorded $17,000 taken in on the holiday.

As the Astor, where Paramount's "Beau James" is doing extremely well, the management reported capacity audiences for the holiday. In the entire four days the house took in $22,000. Another Paramount release, "The Delicate Delinquent" took in $6,300 on July 4 at the Mayfair and $31,600 for the six days since it opened last Tuesday.

The State reported a big $23,230 gross for Hecht, Hill and Lancaster's "Sweet Smell of Success" over the holiday weekend, with a total of $35,000 or more in sight for the United Artists release in its second week there.

In its fifth week at the Sutton Theatre the Rank Film Distributors' release, "The Third Key," is expected to take in $9,300, which is well ahead of the previous week. For the four-day weekend it grossed $6,500.

Michigan Allied

(Continued from page 1)

ment. The next meeting is to be held July 17.

President Milton London has named a committee to watch out for the interests of independent theatres in the film trucking field. Howard Sharpley is chairman and his fellow members are Emmett Goodrich, John Himmelein, Don R. McKenzie, J. C. Peck and Emmett Roche.

William M. Wetsman has been named chairman of the 1958 convention committee. The convention is scheduled for September.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT 321 West 54th Street New York 19 New York

GEVAERT 150 No. Wacker Drive Chicago 6 Illinois

GEVAERT 6370 Santa Monica Blvd. Los Angeles 38 California

GEVAERT 9109 Sovereign Row Dallas Texas

GEVAERT (CANADA) LIMITED 345 Adelaide St., West Toronto 2-B Ontario

Professional **MOTION PICTURE FILMS** *release positive*



TONIGHT ON BOTH COASTS,
AT SPECIAL INVITATIONAL PRESS PREVIEWS

Universal-International presents

"MAN OF A THOUSAND FACES"

its GOLDEN JUBILEE *film*
commemorating 50 years of
motion picture production in Hollywood

JAMES CAGNEY
DOROTHY MALONE
JANE GREER

with

MARJORIE RAMBEAU • JIM BACKUS • ROGER SMITH • ROBERT EVANS

Screenplay by R. WRIGHT CAMPBELL, IVAN GOFF and BEN ROBERTS

Story by RALPH WHEELWRIGHT

Directed by JOSEPH PEVNEY • Produced by ROBERT ARTHUR





MAN OF A THOUSAND FACES"

CINEMASCOPE

Universal International®

The true story of the life and loves of the fabulous Lon Chaney!

Television Today

Pro and Con Argue Pay TV

(*Continued from page* 1)

were Skiatron Electronics and the Zenith Radio Corporation. The third proponent (and promoter of its own toll TV system), Telemeter, filed its comments yesterday, asking for FCC authorization without any tests.

James M. Landis, special counsel for Skiatron, also urged the FCC to give approval for "full subscription television operations," but added that if the operations are limited, they should be for a minimum of five years and in metropolitan areas. E. F. McDonald, Jr., president of Zenith, in a preliminary statement to Zenith's comments, asked the Commission to "reject our petition altogether rather than bog us down in further endless administrative hearings and proceedings."

He warned further that long delays in authorizing subscription TV "may lead to creation of a wired TV system in major cities that will reduce broadcasting to a third rate service."

Typical of the views of the opponents were the comments of the American Broadcasting Company, which said that Congress should decide the controversy. "If we are to have a new national policy," it said, "it should be decided by the direct representatives of the people. There is no good reason why the proponents of subscription television should be unwilling to entrust the decision to Congress."

In his preliminary statement, Zenith's McDonald charged that the networks and the "movie theatre interests" have been using the National Association of Radio and Television Broadcasters "as a stalking horse to kill off the potential competition of subscription TV." He also mentioned the American Telephone and Telegraph Company's cooperation "in providing wire facilities in Bartlesville, Okla., and said it was "entirely possible that the telephone company may have serious designs on the field."

The ABC comments emphasized that House Commerce Committee chairman Harris (D., Ark.) had challenged the Commission's legal authority to okay and regulate toll TV. ABC also argued that Telemeter and Skiatron now are apparently willing to try wired circuits for toll TV, and that only Zenith is insisting on broadcast channels.

The issue in the controversy, ABC said, is whether the American system of free television will survive. It argued that the Commission's job was to foster this system, "not to authorize or encourage another system which could lead to its destruction. Congress should be afforded an opportunity of stating its views before irrevocable changes are made in the system which the Commission was established to aid and develop."

If the Commission refuses to refer the question to Congress, ABC said, it should at least decide whether toll TV is in the public interest and might not destroy free TV before it authorizes toll TV tests.

Trial Would Be 'Harmful'

The 19-page CBS brief emphasizes that network's opinion that "trial demonstrations would not provide significant information and would produce consequences harmful to the public." As a result, it says, "the Commission should hold hearings, study the impending wire services and establish technical standards." Hearings should be held, says CBS, because, although "the Commission has received written comments from interested parties, no witnesses have yet been heard or eross examined. We believe that this goes far to explain the Commission's conclusion that the present record is inadequate."

The wire operations referred to by CBS are the ones said to be planned in Los Angeles by Skiatron.

The NBC comments held more or less to the company's original line that subscription television simply "is not in the public interest." As an example of what is likely to happen, should toll TV become a reality, it points to the Skiatron-Brooklyn Dodgers negotiations, saying that should the Dodgers conclude these negotiations it may cost a televiewer $75 a season to see the Dodger games which he now sees free.

"It is clear," says NBC, "that field demonstrations will not help determine the fundamental public policy issue which is presented by proposals to authorize pay-television. This issue is whether the public interest will be advanced or prejudiced by establishment of a system under which (a) the public pays for programs which are now available without charge; and (b) every pay program blacks out a free program.

"A field test cannot demonstrate the effects of these considerations unless it is as extensive in scope as an ultimate full scale pay-television operation would be. If the demonstration is not conducted on a full scale basis, it will not develop the national circulation and revenues to provide the type and volume of program attractions which would reflect a pay-television operation in actual practice.

"If, however, an unlimited full-scope 'demonstration' were permitted, the investment required would tend so to entrench the system that it would not be possible to terminate it after experience had demonstrated the adverse public effects. . ."

In conclusion, the NBC statement points to the Commission's "doubt" whether or not it has the authority to rule on toll and mentions two bills now pending in Congress "which are addressed to the basic public policy issue presented.". . . We urge the Commission not to authorize pay-television, including field demonstrations, until the Congress has resolved this basic policy issue."

Who's Where

Elliot F. Alexander has been named manager of advertising and promotion for the ABC Television Network's Western Division, it was announced by **John H. Eckstein**, director of advertising and promotion for the network. Alexander will coordinate the advertising-promotion services of ABC Television on the West Coast in his newly created position.

□

Claude H. Frazier, managing director of Storer Broadcasting Co.'s WAGA Radio Station in Atlanta, was elected vice-president of the multi-station radio-TV chain at a recent director's meeting. Also elected a vice-president, was **Lionel Baxter**, managing director of Storer's WIBG Radio in Philadelphia.

□

John F. Cundiff, formerly sales manager of KCRG-TV, Cedar Rapids, Iowa, has joined WNHC-AM-TV, as sales manager.

...NEXT TIME IN NEW YORK
BOURBON STREET
330 E. 56 ST. • EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS • ROAST BEEF • STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

REVIEW:

The Rising of the Moon

John Ford—Warner Bros.

AN AFFECTIONATE tribute to Ireland, the land of his ancestors, and its people is being made by the great director John Ford in this film, which shows clear evidence of being a labor of love. He journeyed to the Emerald Isle to film it, using Irish actors, including some of the famed Abbey Players. And he took with him on the trip his long-time writing collaborator, Frank Nugent, to prepare the script.

The result of their endeavors is what might be described as a Valentine, alternately sentimental and comic, to the Irish temperament and mores. The sentiments expressed may be slight, but they are genuine and to-the-point. Lacking marquee names and being frankly and intentionally a "little" picture (it is so described in the foreword) it will require careful selling in the local market. Its major appeal is likely to be to the discriminating patrons in the art houses—in addition, of course, to communities where the Irish-American population is large.

The format chosen by Ford and Nugent is that of three short films within one, with the stories having no relation to each other except the common theme of illustrating aspects of Irish character.

The best of the trilogy, in this observer's view, is the last, which is based on Lady Gregory's play, "The Rising of the Moon," here retitled "1921." Essentially a suspense story, it recounts the escape from prison of an Irish patriot sentenced to die during the Black and Tan days. Through the efforts of his compatriots, all bound together in the common cause, the hero makes his way to the docks and a boat to safety. The story is thin, but it serves to exemplify patriotism without resort to the maudlin.

The characteristic of pride is celebrated in the first vignette, "The Majesty of the Law," from a short story by Frank O'Connor. In it an elderly Irishman goes to jail rather than pay a fine for having assaulted one of the enemies of his family. This episode is on the stagey side but is enlivened by some humorous dialogue about the "art" of making moonshine. And actor Noel Purcell gives the character of the prideful old man a touching dignity.

The middle vignette is devoted to the prankish side of Irish character and is based on a comedy called "A Minute's Wait" by Martin J. McHugh. Its setting is a railroad station where the departure of a train is delayed by a number of farcical incidents proceeding mainly from the reluctance of the passengers to be rushed. The humor is broad and slapdash throughout.

Appearing in the film before each episode to introduce it and tell its source is Tyrone Power, whose name should help in exploiting this Four Provinces' production.

Running time, 81 minutes. General classification. Release, August 10.

RICHARD GERTNER

Booker — Biller

Excellent opportunity for live wire for top foreign film distributor.

TEL.: PL. 7-6980

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 6 NEW YORK, U.S.A., WEDNESDAY, JULY 10, 1957 TEN CENTS

Rapid Expansion

WB Launches $15,000,000 TV Program

Plan to Construct New $1,000,000 Building

Immediate launching of a $15,000,000 television film production program for the coming year and the early completion of a $1,000,000 building program to accommodate its expanding TV activities was announced yesterday by Jack L. Warner, president of Warner Bros.

With the new program, television assumes added importance at Warner Bros., Warner said, adding that expansion of this phase of the com-

(*Continued on page* 8)

Univ. Appoints Evans To New Promotion Post

The promotion of Jerome M. Evans to the newly-created post of Eastern promotion manager for Universal Pictures was announced yesterday by Charles Simonelli, Eastern advertising and publicity department manager.



Jerome M. Evans

Evans has been associated with Universal for the past 12 years, handling commercial tie-ups, national promotions and supervising the preparation of promotion manuals for exhibitor use. Two years ago he also assumed

(*Continued on page* 8)

Television Today

Page 4



AT THE GALA invitational press and exhibitor preview of Universal's "Man of a Thousand Faces" at the RKO 86th Street Theatre in New York last night, Ralph Hetzel, vice-president of the MPAA, representing Eric Johnston, presented a testimonial to Milton R. Rackmil, president and Charles J. Feldman, vice-president and general sales manager of U, honoring the company for designating the picture as its Golden Jubilee Film commemorating 50 years of film making in Hollywood. National press television and radio covered this and a simultaneous Hollywood preview. *(Advt.)*

Harris Predicts Full Probe of Subscription TV by Congress

By J. A. OTTEN

WASHINGTON, July 9—House Commerce Committee Chairman Harris (D., Ark.) said he felt Congress would have to investigate the entire subject of subscription television "sooner or later."

"And it's getting sooner all the time," he added unhappily.

Harris noted that several toll TV companies are going into wired television for their experiments, and that the entire matter of use of broadcast frequencies is still hanging fire before the Federal Communications Commission. "Certainly we're going to need some ground rules for this whole field," he said, adding that one problem would be to determine whether Congress had to lay down these rules or whether the Commission itself could.

Harris, who has been challenging the FCC to spell out its legal powers to authorize and regulate subscription television, indicated he was not too impressed with the FCC's statement on this subject last Friday. In answer to three previous queries from Harris, the FCC on Friday declared it was pretty sure it had legal au-

(*Continued on page* 8)

Set Exhibitor Heads For Hospital Drive

Formation of the exhibitors' committee in all exchange areas for the Will Rogers Hospital's combined audience collection - Christmas salute drive is rapidly nearly completion, M. A. Silvers, national exhibitor drive chairman, announced yesterday.

Definite acceptances have been received to date from: Elias Schlanger, Albany; Charles Kurtzman, Boston; Arthur Krolick and George McKenna, Buffalo; Ernest G. Stellings and Scott Lett, Charlotte; David Wallerstein and Jack Kirsch, Chicago; James McDonald, Cincinnati; Joe Rembrandt, Cleveland; John Rowley, Dallas; Harold Brown, Detroit.

Also, R. V. Jones, Indianapolis;

(*Continued on page* 8)

Wales Reports:

Studios Study Active Part in Business Plan

Montague Urges Expansion Of Original Program

Hollywood's studios plan active participation in the industry's campaign to build theatre attendance, Clarke H. (Duke) Wales, secretary of the studio publicity directors committee, has advised the advertising and publicity directors committee of the Motion Picture Association of America.

Wales reported to the eastern group at a meeting held here Monday night at the Harvard Club, which was also attended by representatives of the Council of Motion Picture Organizations, Theatre Owners of America, Metropolitan Motion Picture Theatre Association, and the Independent Theatre Owners Association. Wales told the meeting of discussions held by the publicity directors in Hollywood last week at which time sugges-

(*Continued on page* 8)

L. A. Ready to Approve Franchise for Pay TV

From THE DAILY Bureau

HOLLYWOOD, July 9.—A franchise for the right to operate a pay-television system in Los Angeles is on the City Council agenda for tomorrow morning's session, with approval of the present form believed certain, The Daily learned today.

Although the franchise, as approved by the Board of Utilities and

(*Continued on page* 8)

Odeon Theatres Suspend Screen Advertising

Special to THE DAILY

TORONTO, July 9.—Both the production of screen advertising and showing in its theatres have been discontinued in Canada by the Rank Organization.

In announcing the suspension of the production of its "Tips" series in this

(*Continued on page* 8)

PERSONAL MENTION

SPYROS P. SKOURAS, 20th Century-Fox president, and ALEX HARRISON, general sales manager, will return to New York today from Hollywood.

•

DARRYL F. ZANUCK, producer of "The Sun Also Rises," will arrive in New York from Hollywood today accompanied by his son, RICHARD ZANUCK, and producer ROBERT L. JACKS.

•

JACK M. WARNER, executive in charge of WB-TV Commercial and Industrial Films, Inc., and OWEN CRUMP, producer, have arrived in New York from Hollywood.

•

JULES LAPIDUS, Warner Bros. Eastern and Canadian division sales manager, has left for Cleveland and Pittsburgh, and will return to New York over the weekend.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, and M. H. ALBEN, company attorney, will leave New York for Toronto today, returning at the end of the week.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, has left New York for a four-week cross country tour of company exchange offices.

•

MICHAEL TODD returns to New York today from Europe and will leave this week for Minneapolis.

•

MAX FELLERMAN, vice-president of Lopert Films, is scheduled to arrive in New York today from Europe.

•

CHARLES WICK, TV producer, is in New York from Hollywood.

Name Co-chairmen for Conn. MPTO Golf Fete

Special to THE DAILY

HARTFORD, July 8.—George H. Wilkinson, Jr., owner of the Wilkinson Theatre, Wallingford, and president of MPTO of Connecticut, and Harry Feinstein, zone manager, Stanley-Warner Theatres, have been named co-chairmen of the annual golf tournament, MPTO of Connecticut, slated for Tuesday, Aug. 27, at the Racebrook Country Club, Orange.

Samuel Weber, treasurer, is handling reservations. Day's committees include James Bracken, James Darby, Ted Jacocks, Harry F. Shaw, Max Hoffman and John Perakos, exhibitors; Henry Germaine, Alex Schimel, distributors; Lou Brown, publicity; and Albert M. Pickus and Irving Mendelsohn, gifts.

EDITORIAL

Confidence and Dollars

By James D. Ivers

EVER since those early naive days when the first feature length motion picture was made and sold over the protests of thase wha said it couldn't be done no ingredient af showmanship has been more potent in building success than confidence. Twentieth Century-Fox, a company which has praved this truism mare than ance in madern times, again takes the lead in backing canfidence with dollars and product.

This week the company announced 21 pictures for release from July through October, more than a third of the 55 it has declared it will release in what it can call, in truth, this year of achievement. But it is nat numbers alone that give the program the quality af creating a climate of canfidence. It is diversified so as to appeal to all segments of taday's audience and it is backed by advertising and exploitation aimed at each of those segments far maximum effect.

There are family pictures, simple and unsaphisticated. There are pictures like "Bernardine" with Pat Baane, newest darling af the teen-agers —remember the grosses on Elvis in "Love Me Tender"? There are pictures for the lavers of heavy drama and there is "The Sun Alsa Rises," Darryl Zanuck's next independent production—have you seen the recent grosses on "Island in the Sun"?

There are enough pictures and enough kinds of pictures to prave ta the glaomiest daubter that the grasses are still there. Twentieth Century-Fox has no doubts about the future of the industry and it is backing up its canfidence with blue chips.

'Angels' Opens Tonight At Paramount Here

The world premiere of Warner Bros.' "Band of Angels" will be held tonight at the Paramount Theatre here, with star Yvonne DeCarlo as guest of honor. The premiere will be open to the public at popular prices and will launch Paramount's thirtieth anniversary summer festival.

Stars who have appeared on the stage or screen of the Paramount since its opening in 1927 have been invited to the premiere and golden rows of seats have been dedicated in the names of 50 of these performers. Also expected at the opening are Skipper Alan Villiers and his gallant "band of angels" aboard the Mayflower II, now docked in New York.

New Cartoon Company

HOLLYWOOD, July 9.—A new cartoon production company, H. B. Enterprises, Inc., which plans an ambitious program of cartoons for television, theatrical and industrial outlets, has opened offices at the Kling Studios, with George Sidney as president, and William Hanna and Joe Barbera as vice-presidents.

'Oedipus Rex' Opens Canada Film Festival

TORONTO, July 9.—The Canadian premiere of the Stratford Shakespearean Festival's production of "Oedipus Rex" opened the International Film Festival at Stratford last night.

The two-week film festival, North America's first authentic film festival on the European pattern, boasts 43 productions—including 20 feature or near-feature length works from 16 countries.

There are 25 programs; matinees and evening performances each day with an extra children's morning program on the two Saturdays.

An audience of 300 in the 750-seat Vogue Theatre in Stratford, decked with representatives of the arts and the diplomatic corps, attended the film transcription of the Tyrone Guthrie production.

Two films by the National Film Board also highlighted the opening.

'Affair' Bows Tomorrow

Final preparations have been made for the world premiere of Leo McCarey's "An Affair to Remember," Jerry Wald's first production for 20th Century-Fox release, aboard the S.S. Constitution, tomorrow.

Cary Grant, star of the picture; producer Wald, and director McCarey will head a contingent of celebrities on hand for the debut.

SBA to Stay 'As Is' For Another Year

From THE DAILY Bureau

WASHINGTON, July 9.—Congress is apparently going to continue the Small Business Administration as is for another year.

The lawmakers seem to be ready to forget about a House-passed bill which would make SBA permanent and make several major changes in SBA policy. The reason is a fear that the more far-reaching bill would get tied up by the Senate civil rights debate, but that the more limited bill can pass.

The House last month okayed a bill to make SBA permanent, abolish the loan policy board, increase the business loan fund by $270 million, lower the interest rate charged by SBA on participation loans, and make other changes. Many of these were sought by the Theatre Owners of America.

But the Senate Banking Committee decided to put off until next year auy major changes, and simply extend the agency through July 31, 1958, with an extra $75 million lending power. Now House Banking Committee chairman Spence (D., Ky.) has notified the Senate group he is willing to go along with that decision.

Joe Gibbs Dies

MILWAUKEE, July 9.—Joe Gibbs, operator of the Three Lakes Theatre, at Three Lakes, Wis., died following a heart attack. He is survived by his wife.

Kearns, Projectionist

HARTFORD, July 9.—John J. (Jack) Kearns, 66, a projectionist for 50 years, is dead. He had been chief projectionist at the Menschell-Calvocoressi Star in recent years.

Al Bowman, 58

HOLLYWOOD, July 9. — Funeral services were held today for Al Bowman, 58, former Universal and United Artists salesman, who died yesterday. His widow and daughter survive.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington. J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. T. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



"HEY MOM! TAKE A TIP FROM A SHORT SUBJECT! DON'T JUST SIT THERE! DO SOMETHING ABOUT GROSSES BY SELLING A WHOLE SHOW WITH M·G·M's SPARKLING QUALITY SHORTS!"

Spark the Show with Shorts They Know!

TALK ABOUT BUSINESS BUILDING! LISTEN!

M-G-M's JUNIOR FEATURES, 1957-58!

12—M-G-M CINEMASCOPE CARTOONS

(ONE REEL—TECHNICOLOR)

"Tom and Jerry" are known and loved. No wonder they're voted No. 1 year after year in the trade press. Simply delightful in CinemaScope and Technicolor. And droll "Droopy" cartoons are equally delightful—in CinemaScope and Technicolor.

18—M-G-M GOLD MEDAL REPRINT CARTOONS

(ONE REEL—TECHNICOLOR)

Consistent money-makers, they outclass all other cartoons. These characters have become world-famous. These shorts are the cream of the crop.

NEWS OF THE DAY—THE CLASS OF NEWSREELS

(TWICE WEEKLY)

Listen to your patrons. They *want* newsreels, the bright spot, the true and tried program stalwart. To economize on newsreels is self-defeating. Get the most consistently best—NEWS OF THE DAY.

NOTE:—If you have not yet played "THE BATTLE OF GETTYSBURG" do it now! It is the greatest short of our time!

REVIEW:

Band of Angels

Warner Bros.

RACE RELATIONS AND miscegenation just prior to and during the Civil War from Kentucky to New Orleans furnish the dramatic material for this story adapted from a novel by Robert Penn Warren and directed by Raoul Walsh, with Clark Gable and Yvonne De Carlo in the two principal roles. It's loaded with power-packed situations and comes at a time when national interest in civil rights and segregation is at a high pitch. The "angels" referred to derisively in the title are northern soldiers.

Public reactions probably will be violent both north and south of the Mason and Dixon line.

Miss De Carlo returns to her father's Kentucky plantation from a Cincinnati girls' school to find she is a chattel of his debt-ridden estate following his death, because her mother had been a slave. She is seized by a debtor and taken to New Orleans where she is sold to the highest bidder, Gable, planter and former slave ship captain. Gable treats her as a white woman and she gradually falls in love with him and lives with him an a plantation.

The war comes. With other planters who have burned their crops, Gable becomes a fugitive from the military hangmen. Sidney Poitier, colored, who had been reared and educated by Gable, despises Miss De Carlo because she is posing as white. A northern lieutenant saves her from seizure by a northern soldier whom she has "insulted." The lieutenant takes her to a dance given by General Butler. There she meets Captain Canavan (Torin Thatcher), former divinity student, who tries to seduce her by threatening to expose her.

In the swift current of events Poitier helps Gable to escape by boat. Miss De Carlo chooses to accompany him.

Presumably the grim portrayal of villainy and cruelty by both the southern advocates of slavery and the northern soldiers is based on historical facts. John Twist, Ivan Goff and Ben Roberts adapted the screen play from Warren's novel. Singing by negro choruses furnish the only relief from more than two hours of tension.

Gable is impressive as the slave-owning planter who has a streak of kindness beneath a stern, power-thirsty exterior. Miss De Carlo remains convincingly imperious even after she has to accept her status as a slave girl—legitimate prey for planters, soldiers, fellow-slaves. She fights them all. They are a great pair of exploitable names in a story that will stir enormous word-of-mouth reactions and probably will become one of the important grossers of the year.

Running time, 127 minutes. Adult classification. Release, July 10.

JAMES M. JERAULD

Lehman Boosts 20th-Fox Holdings to 25,000

From THE DAILY Bureau

WASHINGTON, July 9.—Robert Lehman bought 5,000 shares of Twentieth Century - Fox Film Corp. common in May, bosting his holdings to 25,000 shares, according to a report by the Securities and Exchange Commission.

The report covered trading by officers and directors in company stocks between May 11 and June 10. It also showed James A. Van Fleet buying 1,000 shares, boosting his total holding to 2,700.

B. Gerald Cantor bought 3,500 shares of National Theatres common for a total holding of 26,000 shares, and A. M. Ahlskog bought 200 shares, to bring his total to 300.

Randolph C. Wood sold 2,100 Paramount Pictures shares, dropping his total to 39,900, while Duncan G. Harris increased his holdings to 2,500 shares with a 500 share purchase.

A purchase of 1,000 shares of American Broadcasting - Paramount Theatres common was reported by Herbert B. Lazarus, who then held 1,500 shares. Robert H. Hinckley reported a 1,000 shares purchase in November 1956, his total holding at that time.

Edwin Van Pelt sold 1,910 shares of Republic Pictures common in May, dropping his holding to 2,500 shares. Sam Wolf bought 800 shares of Allied Artists Pictures common for a total of 5,950 shares. G. Ralph Branton reported that in August 1955 he acquired 12,000 Allied Artists shares through the company's stock purchase plan, which gave him a total of 39,725 at that time. His wife then held 2,200 shares.

L. A. Bow of 'Alice' For Benefit of CARE

The Rank Organization production of "A Town Like Alice" will have its American premiere for the benefit of CARE, the international relief-assistance organization, at the Beverly Canon Theatre in Los Angeles on July 18, it was announced yesterday by Irving Sochin, general sales manager for Rank Film Distributors of America, Inc.

Civic officials from Los Angeles and a number of Hollywood luminaries, including top distribution and exhibition representatives, will attend the premiere, for which tickets are also available to the public.

Television Today

Guild Films Forms New Company Abroad

Formation of a special subsidiary, Guild Television Internacional S.A., to handle the expanding foreign TV program activities of Guild Films Co., Inc., has been announced by R. R. Kaufman, president. The new company is a Panama corporation, with offices in Panama City, Mexico City, London, Rome and Dusseldorf, in addition to New York.

Under the charter, Guild Internacional is empowered to produce, distribute, sell and license television programs, motion pictures, commercials, photoplays and other entertainment activities. The directors are: R. R. Kaufman, George J. DeMartini, Jane Kaufman, Arthur Gross and Sydney A. Mayers.

Arthur Gross will serve as managing director of the new company.

'Lady Luck' to Bow

"Lady Luck," a new five-a-week audience and at-home participation show featuring actor Keefe Brasselle, makes its debut over the ABC Television Network, Monday, Sept. 30 (4:30 to 5 P.M., EDT). "Lady Luck" was created by Walt Framer, creator-producer of "Strike It Rich" and "The Big Payoff."

Who's Where

Gordon L. Ward has joined the NARTB as a field representative.

□

Henry W. Cox has been appointed national program sales manager for the ABC Television Network, effective Monday, it was announced by **Eugene C. Wyatt**, national sales manager for ABC-TV. Cox is leaving the post of manager of radio and television programming for General Mills, Inc., to rejoin the American Broadcasting Co.

□

Betty Boucher has been promoted to head of the American Broadcasting Network Station Clearance Department. She has been with the network since 1950 when she joined the accounting department.

One Man's TViews

By Pinky Herman

"THE Arlene Francis Show," new half hour across the board morning TVariety program, will bow in Monday, Aug. 12 (10:00 ayem). . . . Sheldon Reynolds has signed Pat O'Neal and British looker Hazel Court to co-star in the forthcoming CBSituation comedy, "Dick & The Duchess." . . . Chalk up a positive hit for Pickwick Music's latest ditty, "Through The Eyes of Love," which has just been waxed on Columbia by Doris Day. A great lyric by Albert Beach is matched by an ear-caressing melody cleffed by Sid (Too Young) Lippman. Deejays will really latch onto this one. . . . Prexy Sig Shore of King-Shore Films on a two-week business trip to Hollywood. Veep Steve Markelson is minding the Park Avenue 'store' in Gotham. . . . Lon Clark, the Sunday Morning "WNBComedy Weekly Man," writes all the tuneful moppet ditties which he sings on the program. . . . That dynamic young exec who purchased the stock shot libraries of Miles, Advance and Progress, respectively, has merged them with Filmvideo Releasing Corp. thus making available to motion picture and television producers, more than 5 million feet of unusually fine film to fit every need. . . . Continuing the policy of presenting filmed interviews with world leaders, "Face The Nation" this CBSunday will run off a filmed interview with Premier Huseyn Suhrawardy of Pakistan. Program previously featured interviews with Kruschev (Russia) Tito (Jugoslavia) and Nehru (India).

☆ ☆ ☆

The colorful and entertaining panel-quizzer, "Masquerade Party," packaged by Ed Wolf Productions, which moved over to the NBChannels last March, has just signed as co-sponsor (alternate Wednesdays) the Max Factor Co. Associated Products, Inc. is the other tab-picker-upper. . . . The rapidly expanding indie TV producer, Fordel Films takes another entire building located at 1079 Nelson Ave. in the Bronx. . . . David Piel has started shooting a series of 104 animated telefilms at the Biltmore Studios in New York's lower East Side. Piel, himself a cartoonist of note, will also do the animation for the series, "Barnaby," based on the popular cartoon strip. . . .

Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

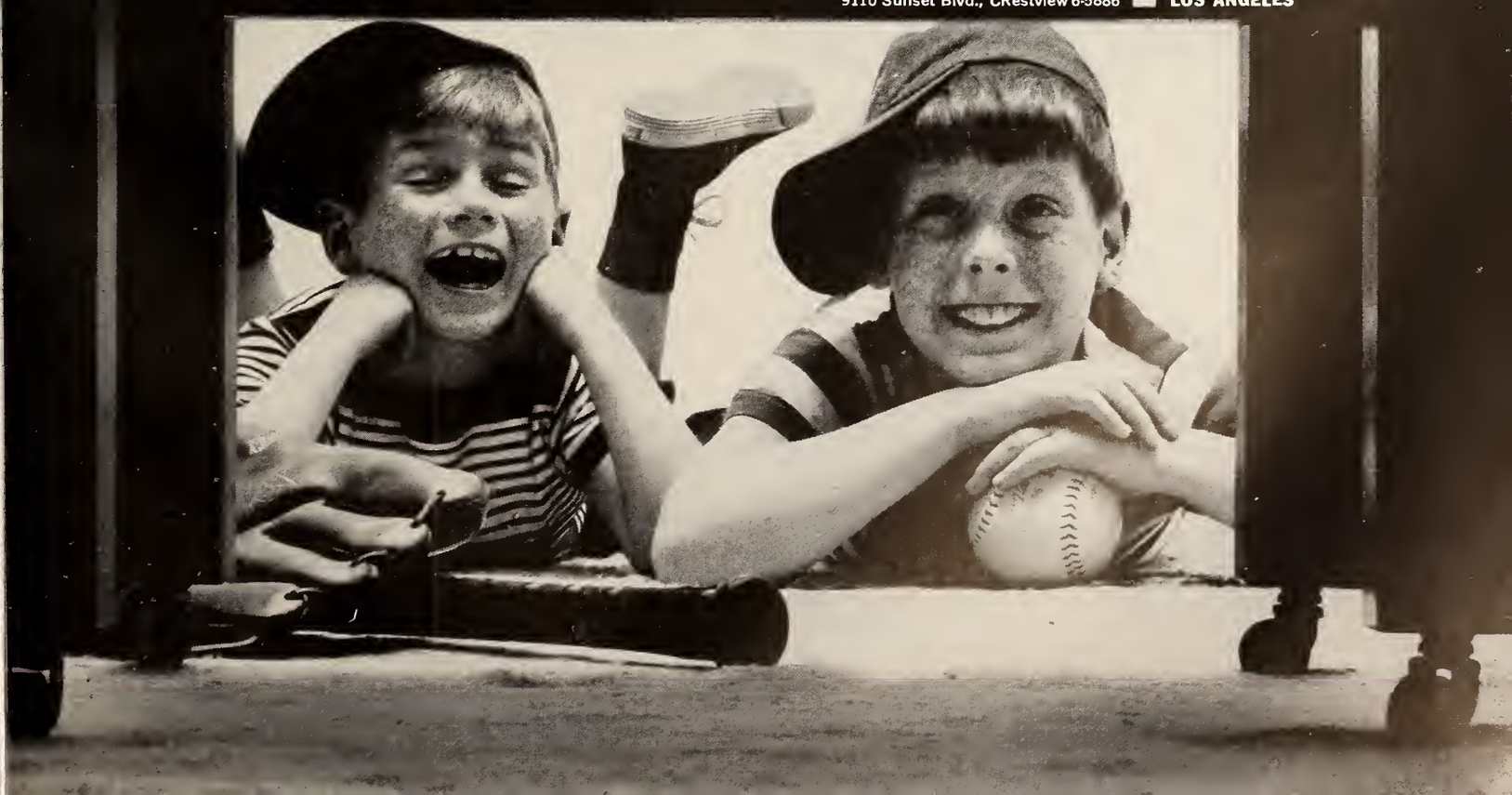
And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

345 Madison Ave., New York City, MUrray Hill 6-2323

a.a.p. inc.

75 E. Wacker Dr., DEarborn 2 4040 — CHICAGO
1511 Bryan St., Riverside 7-8553 — DALLAS
9110 Sunset Blvd., CRestview 6-5886 — LOS ANGELES



National Pre-Selling

"LIFE" sent Ernest Haas to Spain to photograph the filming of "The Pride and the Passion." Step by step, Ernest Haas and his camera followed the trip of the monster cannon which plays a paramount part in this U. A. film. He followed it through raging river currents, up mountain passes and through cathedral towns. The result is five pages of color photos tense with the nervous violence and impact of real war.

•

"Silk Stockings" is advertised on the table of contents page in the July 13 issue of "The Saturday Evening Post."

•

A story full of delightful whimsy, "The Red Balloon," a Lopert picture, is delineated on nine pages of "Coronet's" July issue. All but one of these pages have a photo of this playful red balloon. It becomes a close friend to a little French boy and follows him to and from school.

"Fred Zinnemann," reports Marshall Scott in the July "Cosmopolitan," has done a splendid job with "A Hatful of Rain." He ranged Manhattan with his camera and drew powerful performances from his cast, Eva Marie Saint, Don Murray, Anthony Franciosa, Lloyd Nolan and Henry Silva.

•

Mrs. Josephine Mineo, Sal Mineo's guardian angel turned business manager—his understanding and helpful mother—has written an article for the August issue of "Photoplay" titled, "What Happened to My Son, Sal?" Mrs. Mineo relates how Sal had changed after he returned from Hollywood where he made "Dino," the AA film now in release. Mrs. Mineo has been Sal's companion and manager from the time he had played a part in the stage version of "The King and I" on Broadway. She says he has become mature and serious. He admires Yul Brynner, Spencer Tracy and Lee J. Cobb. Sal says, "I'm a greenhorn compared to those fellows. They're polished; they're great."

•

The following pictures are advertised in the July issue of "Seventeen:" "Beau James," "An Affair to Remember," "Interlude," "The Midnight Story" and a table of contents ad on "Man on Fire."

•

"Sol Lesser, producer of 'Tarzan and the Lost Safari,' is the long-time 'angel' of the Panel of Americas of UCLA," reports Andrew Hamilton in the July issue of "Coronet." Many universities have similar panels made up of girl students of different national and religious origin who travel across the nation speaking on racial and religious tolerance to lunch clubs and other organizations. We feel very fortunate to have come upon this fine article titled, "Kids Who Speak for Brotherhood."

WALTER HAAS

'Bernardine' Grosses Big

Twentieth Century-Fox's "Bernardine" continues to surpass "Love Me Tender" in engagements across the country, the company reported yesterday. It turned in four-day grosses of $11,000 at the Worth, Fort Worth; $14,100, Majestic, Dallas; $12,222, Majestic, San Antonio; $6,220, Omaha, Omaha; and $8,300, State, Minneapolis.

To Confer in Berlin, Paris Rome on '10 Commandments'

Promotion-distribution conferences in Berlin, Paris and Rome in connection with the European release of Cecil B. DeMille's production of "The Ten Commandments," will be conducted during the next ten days. Participating will be Jerry Pickman, Paramount's advertising-publicity vice-president; James E. Perkins, executive vice-president of Paramount International, and Clay V. Hake, coordinator for overseas sales and distribution of the production.

The conferences will be a follow-up to the "Ten Commandments" sales seminar in London in May at which George Weltner, president of Paramount Film Distributing Corp., discussed exhibition of the DeMille film to date.

294 Indian Films Okayed

By V. DORAISWAMY

BOMBAY, June 27 (By Air Mail)—Official figures on film-production in India during 1956 just released show the number of Indian feature films approved for general public exhibition during the year was 294. The maximum number was in the Hindi language (121) while the records for regional languages were: 53, Bengali; 50, Tamil; 27, Telugu; 14, Kannada; 13, Marathi; 5, Malayalam; 3, Gujrathi, and two each in Oriya and Urdu, and four in Assamese.

During the year, the Central Board of Film Censors examined 3,244 films, of which 3,101 were given 'U' Certificates and 96 'A' Certificates. This number includes 2,399 foreign and 867 Indian films, including shorts. Forty-six foreign films and 28 Indian films were refused certificates.

Bombay continued to be the major center of production, followed by Madras and Calcutta, with a percentage of 47, 33 and 20 per cent respectively.

The Films Division of the Government of India produced 35 documentaries through its own units. Nine documentaries were produced by independents for the Government.

Show 'Living Church'

"A Living Church," new 33-minute film produced by Louis de Rochemont Associates for the Lutheran Laymen's Movement for Stewardship, was shown here yesterday in a preview at the Johnny Victor Theatre of the RCA Exhibition Hall.

Janus Films Moves

Janus Films, Inc., distributor of foreign films, has changed its New York office to 100 West 55th Street. Ava Leighton has joined the organization at its office here.

All these Notes with Warrants attached having been sold, this announcement in so far as it relates to such securities appears as a matter of record only. The offering of the Common Stock is made only by the Prospectus.

NEW ISSUES

NTA

National Telefilm Associates, Inc.

$5,000,000

6% Sinking Fund Subordinated Notes, due June 15, 1962

With Common Stock Purchase Warrants

350,000 Shares

Common Stock

Price $7.75 per share

The Prospectus may be obtained in any State in which this announcement is circulated from such of the Underwriters as may legally offer the securities in such State

Cruttenden, Podesta & Co. — Chicago

Cantor, Fitzgerald & Co., Inc. — Beverly Hills

Westheimer & Company — Cincinnati

Ira Haupt & Co. — New York

Smith Hague & Company — Detroit

July 10, 1957

See New Canadian Gov't. Aiding Film Industry with Cuts in Tax

By M. L. SCHWARTZ

OTTAWA, July 9.—Tax cuts and other shifts in policy affecting the film industry and television are expected as a result of the dramatic shift of Government control after more than two decades. The program will begin to take shape when the new session of Parliament opens in October.

Prime Minister John Diefenbaker has termed the present tax setup as "unnecessarily high and unjustified," charging that the old regime overtaxed Canadians during the first ten months of this fiscal year by $536,000,000, or $33 per person. Both individual exhibitors and the large circuit operators are hopeful of relief.

May Help Attendance

The new government is pledged to increase social security payments, including old age and veterans pensions; provide better revenue for farmers, and to ease present credit restrictions. This is expected to help theatre attendance. The new administration is definitely pledged to aid small business by setting up a special committee of cabinet members and representatives of small business associations in order to find means of helping small businessmen.

Important TV changes are looked for, as the new Government is opposed to monopolies like the Canadian Broadcasting Corp. This may bring about a change of policy enabling private TV to get into large centers now restricted to CBC, which has exclusive TV coverage in Ottawa, Montreal, Halifax, Toronto, Winnipeg and Vancouver. Creation of a semi-judicial board to control CBC and private TV operators, long sought by the Canadian Association of Radio and TV Broadcasters, may come about.

'Canada First' Policy

The new Government is "protectionist," with "Canada First" advocated as a trade policy, but this is not expected to affect U. S. investments. Canadians want more participation in Canadian operation of U. S. companies. Over 65 per cent of the national income comes from foreign investments here, but Prime Minister Diefenbaker has said "we would like to see that investment directed to the maximum benefit for Canada."

However, the new administration is committed to boost business between Canada and the United Kingdom. This may be a "break" for British films and attract British investment in television.

Lunch Fetes McFadden

PHILADELPHIA, July 9.—The Colosseum of Motion Picture Salesmen gave a luncheon in honor of J. J. McFadden, former local RKO Pictures salesman, who is now with Heywood Wakefield Co., chair manufacturers. Joe Schaeffer, Republic salesman, was chairman of the event, held at the Broadwood Hotel.

REVIEW:

Hidden Fear

St. Aubrey-Kohn—UA

John Payne, Alexander Knox and Conrad Nagel give marquee value to this standard cops and robbers offering. Among its other distinctions it was filmed entirely in Denmark with the help of the Copenhagen police department and its equipment, and it introduces a newcomer, Anne Neyland, who shows much promise within the limitations of a weak role.

Payne, a New York policeman, goes to Denmark on his vacation to help his sister, Natalie Norwick, held on suspicion of murdering her partner in a vaudeville act. He meets Miss Neyland, another member of the troupe, and discovers that the murdered man had been in possession of a large sum of counterfeit money. The counterfeiters are headed by Knox and include Nagel, who is a friend of Miss Neyland.

Mild suspense is built while Payne tracks down the gang with the cooperation of the Copenhagen police, but the story stumbles over its own feet in untangling the threads. It ends in a wild chase with Knox blowing up the car containing two members of his own gang and all the counterfeit money, and escaping by motorcycle and boat pursued by Payne in a sport car and the police in a helicopter.

Low key photography and some indistinguishable dialogue do not help to make things any clearer.

Production was by Robert St. Aubrey and Howard E. Kohn II, and direction was by Andre de Toth, who wrote the screenplay in collaboration with John Ward Hawkins.

Rnnning time, 83 minutes. General classification. Release date, July.

JAMES D. IVERS.

Rank's 'Value' Bows In Washington, D. C.

The Rank Organization's "Value for Money" will have its American premiere today at the Dupont Theatre in Washington backed by a promotional campaign which includes merchandising tie-ups with the Hecht Company stores.

Two Westrex Elections

The election of Frank A. Ungro, treasurer, to the post of executive vice-president of Westrex Corporation, effective July 31, was announced yesterday. R. A. Colistra, comptroller, was elected treasurer, with the title treasurer-comptroller, effective the same date.

. . of Drive-ins

Plans Two New Units

A. J. Bronstein, Hartford, Conn., drive-in theatre developer, and his son, Joseph, are building a 500-car, $200,000 project, to be known as the Sierra Vista Drive-In, in addition to a shopping center at Fort Huachuca, Ariz., 100 miles southeast of Tucson. A. J. Enterprises, which lists A. J. as president and Joseph as vice-president and general manager, is planning a comparable facility in the vicinity of Trenton, N. J.

⊙

Work Begins in Phila.

Work has started on the new Willow Grove Park Drive-In just outside of Philadelphia. It is being built by Robert Abel and Art Silber, who plan year-round operation with in-car heaters. It will have a 1,600 car capacity and is located on the grounds of the one-time Willow Grove Amusement Park.

⊙

Drop $1-Carload Policy

Lockwood & Gordon's East Hartford Family Drive-In, South Windsor, Conn., which has had a $1-per-carload policy in effect nightly, has dropped the two-season-old schedule, and is again charging per person, a practice in general use at the majority of Connecticut's outdoor theatres. Under prevailing plan, the theatre had been charging $1 per carload, regardless of number of passengers, each night. Effective now, however, each adult will pay 70 cents, comparable scale of outdoor admissions in metropolitan Hartford.

⊙

New N. J. Operation

With the opening of a new bridge connecting Philadelphia with Southern New Jersey, a new drive-in, the Parkway, was erected on Route 130 on the Jersey side just a short distance from the new Walt Whitman Bridge.

⊙

Reading Drive-In Remodeled

The Reading Drive-In, Reading, Pa., has opened for the season upon the completion of extensive physical changes and improvements.

Franzosi in RKO Post

Victor Franzosi has been appointed the new general manager for RKO Radio Pictures in Argentina. He will assume his duties on July 22. Hugo Stramer, the previous general manager, has resigned.

New Curtiz Film

HOLLYWOOD, July 9.—Michael Curtiz will direct Alan Ladd and his son, David Ladd, in the Samuel Goldwyn, Jr., production, "Proud Rebel," which is scheduled to start shooting in September.



WB Launches $15,000,000 TV Program

(*Continued from page* 1)

pany's activities is intended. Warner is personally supervising the entire program himself.

Filming of four shows, to reach an estimated weekly television audience of 135,000,000, will proceed at full speed. The first of the completed films is scheduled to launch the new television season in September. The four shows will be telecast over the facilities of the ABC-TV network, under the sponsorship of some of America's leading industries.

As part of the building program required to accommodate the TV expansion, the remodeling and conversion of three sound stages was completed last week. Construction of Warner Bros.' new $1,000,000 television building, for which plans have been completed, will start immediately, Warner added. Still further building is planned, he said, to meet the anticipated demands for additional facilities.

Plan Series on Science

The four major entertainment shows on which production is under way are "Cheyenne," "Sugarfoot," "Maverick," and "Colt .45." In addition Warners has concluded an agreement with the Bell Telephone Company to produce a series of four one-hour color films on science for television and schools.

Warner also noted yesterday that the progress of the studios commercial and industrial films division is paralleling that of the entertainment films program. Established just a year ago, this division has expanded rapidly into a major production operation.

Odeon Theatres Suspend

(*Continued from page* 1)

country, C. R. B. Salmon, vice-president and secretary-treasurer of the Rank Organization, said the over 100 Odeon theatres in Canada would not show screen advertising "until it reaches a standard we feel sufficient to be shown in our houses."

He said the operation has been suspended for economic reasons.

Set Exhibitor Heads

(*Continued from page* 1)

Horace Denning, Jacksonville; Beverly Miller and M. B. Smith, Kansas City; Alex Halpern, Milwaukee; Harry Feinstein, New Haven; Henry Plitt and Teddy Solomon, New Orleans; Emanuel Frisch, New York; Ted Schlanger, Philadelphia; Bert Stearn, Pittsburg; Thomas James, St. Louis; Joe Blumenfeld, San Francisco; Maurice Saffle, Seattle, and Julian Brylawski, Washington, D. C.

Other commitments are coming in daily, and the full list is expected to be ready in a short time, Silver said.





Opening in Green

A CEREMONY of some color (green). Charles Moss reopened the 55th Street Playhouse yesterday noon after buying it and altering the decor inside and out. Here he helps Patricia Kelly of Farmingdale ("Prettiest Colleen" of this territory) snip that ribbon. The accompanists are Irish Consul-General John Conway, Fire Commissioner Edward Cavanagh, Jr., and Irish actor Cyril Cusack. Green was the ribbon, the carpet on which they trod, Miss Kelly's crown of shamrocks, and of course John Ford's picture for Warners, "The Rising of the Moon."

Photos by Floyd Stone

Studios Study Business Plan

(*Continued from page* 1)

tions for studio participation in the industry effort were taken up.

Wales said that the studio publicity heads were "intent on putting all of their resources in personnel and glamor at the service of the campaign." Hollywood, he said, is convinced that all activities should be focused on one prime objective—increased attendance at theatres.

"Our thinking," he continued, "is to devise plans which will strike at the grass-roots of the country and have direct connection with the local theatres."

Wales' tentative outline of the coast's suggestions was enthusiastically received and he was asked to urge his committee to work out details and report further within two weeks.

Montague Urges Speed

Abe Montague, who represents the MPA on the COMPO governing committee, urged that the business-building campaign, now embraced in the approved eleven-point program, proceed. He also urged that there should be no delay in considering plans to expand the original eleven-point program which has been approved.

He further expressed the opinion that the industry should start now thinking beyond the eleven points, and begin writing "the second chapter" in the continuing business-building campaign. As a result, Roger H. Lewis, presiding as chairman of the eastern advertising and publicity directors committee, appointed a committee headed by Oscar A. Doob and Charles E. McCarthy to start in motion the "second chapter" planning.

Doob and McCarthy arranged to meet immediately to explore preliminary plans involving both Hollywood ideas and also other projects that have been urged by exhibitors as part of the overall program. Doob and McCarthy were instructed to call on whatever industry personnel may be necessary to assist them. Advertising and publicity men from important theatre groups outside of New York will be called on for suggestions and advice, it was stated.

Survey Ready Sept. 1

Ralph Hetzel, vice-president of the MPA, said indications were that the first reports of the industry survey being conducted by MPA would be available about Sept. 1.

McCarthy and Doob were instructed to proceed immediately, in cooperation with exhibitor Al Pickus of Stratford, Conn., in the preliminary work needed for the production of an industry reel that has been proposed as part of the overall program. Doob also was assigned to carry on efforts initiated by the MPA committee for modification of studio requirements for advertising billings.

Others present at the dinner meeting included Sid Blumenstock, Rodney Bush, Philip Gerard, Gilbert Golden, Paul Lazarus, Jr., Si Seadler, Dan Terrell, Lars McSorley, Joseph Alterman, D. John Phillips, Ernest Emerling, Harry Mandel, Harry Brandt, Morton Sunshine, Kenneth Clark and Gordon White.

Harris Sees

(*Continued from page* 1)

thority to order field tests of to TV, but that comments due on th subject this month might induce it t go to Congress for additional au thority. As for the power to authoriz and regulate toll TV permanently, th Commission said, it would cross tha bridge when it came to it.

No Further Plans

Despite the fact that he obviousl felt the Commission's answer unsatis factory, Harris indicated he had n plans for further action at this time but would watch the subjects, in cluding the comments now being filed the tests with wired TV at variou spots, and other developments.

Meanwhile a House Commerce Subcommittee headed by Rep. Moul der (D., Mo.) confirmed previous re ports that it would make the FCC th number one target in its investiga tion of all Federal regulatory agen cies this fall. Moulder said the grou wasn't starting with the FCC for an particular reason other than the fac that it had to start somewhere.

To Investigate Leaks

Moulder said the subcommitte quite possibly might look into th FCC's plans and powers on sub scription television. Among other sub jects likely to be investigated, h said, are leaks of Commission deci sions, relationships of the commis sioners with industry officials, anti trust problems in the broadcast field and possible use of political influenc to affect FCC decisions.

The subcommittee has received more complaints so far about FCC actions than about those of any othe Federal regulatory agency, the Mis souri Democrat said. A subcommitte staff is to start work within the nex few weeks, with hearings hoped fo by early October.

L. A. Ready for Pay TV

(*Continued from page* 1)

Transportation following its presen tation by Skiatron, Inc., may receiv further discussion in tomorrow's meet ing if individual councilmen desire it is believed it will be referred on t the Board without change. The nex step in established procedure is fo the Board to edit the document fo final phraseology, after which it wil be advertised for sale over the legall stipulated period. Following such ad vertising, it will be offered for sal by the Council in open session. Bot Skiatron and Telemeter have officiall stated their intention to bid.

Appoint Evans

(*Continued from page* 1)

the additional duties of television an radio promotional activities.

In addition to his duties at Univer sal, Evans is an instructor in market ing in the evening division of the Ber nard Baruch School of Business Ad ministration of the College of the Cit of New York.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 7 NEW YORK, U.S.A., THURSDAY, JULY 11, 1957 TEN CENTS

Second Chapter'

Seek Business Plan Ideas From Circuits

Doob, McCarthy Write to 8 Publicity Executives

Suggestions for the industry's business-building program are being sought from 18 circuit publicity heads outside of New York by Oscar Doob and Charles E. McCarthy. This is the start of the second chapter in the campaign that has been under discussion by the Motion Picture Association, Theatre Owners of America and the Council of Motion Picture Organizations.

Doob, now acting as executive co-

(*Continued on page* 6)

Union Sues Lippert Over Sales to TV

Special to THE DAILY

HOLLYWOOD, July 10. — The Writers Guild of America, West, filed suit against Lippert Pictures, Inc., yesterday charging them with breach of contract. The guild alleges the company released to television theatrical films made after 1948 without the

(*Continued on page* 2)

9 Members of N. Y. Wage Board Sworn in

Nine members of a New York minimum wage board to review standards in the amusement and recreation industry were sworn in here yesterday by Industrial Labor Commissioner Isador Lubin. The conference was primarily exploratory in nature. Representing theatre management is Emanuel Frisch, board chairman of the MMPTA.

Television Today

Page 6

See French Exhibitors Aiding U. S. Cause in New Film Import Talks

By HENRY KAHN

PARIS, July 10.—French exhibitors may prove to be important allies to the American negotiators in the current talks here looking towards a new Franco-American film agreement. The talks, between Jacques Flaud, director general of the French National Film Centre, and Marc Spiegel, Paris representative of the Motion Picture Export Association, were temporarily called off last week when Flaud became ill with a throat infection. However, they are expected to resume shortly.

According to informed sources here, the French are pressing for a reduction in the total of 110 import permits issued annually to U. S. film companies and/or greater aid in the distribution of French films in the United States.

French exhibitors, however, strong-

(*Continued on page* 2)

'Partner' Called Real Small Town Picture

By FLOYD E. STONE

Twentieth Century-Fox yesterday told trade writers and urged them to tell the men who run the theatres that in "God Is My Partner" they will have the kind of picture the exhibitor always says he wants. They also said it is a small town picture and that the company is reversing its procedure: it will start first in the smallest towns (Hawkinsville, and other Georgia towns), and when Broadway becomes curious about this money maker, then bring it to the big city.

Over the luncheon table, vice-president Charles Einfeld explained the Regal picture by Bob Lippert at less

(*Continued on page* 2)

UA Promotion Meetings On Coast Next Week

A week-long series of conferences on United Artists' promotion program for fall and winter releases will be held in Hollywood next week under the direction of Roger H. Lewis, national director of advertising, publicity

(*Continued on page* 6)

KKK Threatens Theatreman; He Replies in Turn

Special to THE DAILY

GRAY, Ga., July 10.—James Balkcom, owner of the Gray Theatre here, has reported to police that he has been threatened with a visit from the Ku Klux Klan because he permits Negroes to sit in the theatre balcony on a segregated basis.

Balkcom's response to the threat: "I will shoot the robes off any Klansman who attempts to take over my theatre." Balkcom has had the theatre here for the past 14 years.

RKO Executives to Meet On New Co. Activities

A series of previews and screenings of three forthcoming RKO productions, "The Girl Most Likely," "Take My Hand" and "Stage Struck," will be held on the West Coast starting today.

Walter Branson, RKO's vice-president in charge of worldwide distribution; Sidney Kramer, foreign sales manager, and Alfred E. F. Stern,

(*Continued on page* 2)

Zanuck's 'Deluxe Tour' To Start Immediately

Darryl F. Zanuck's "Deluxe Tour," first film to be done in CinemaScope 55, is to be started immediately, Spyros P. Skouras, 20th-Fox president, said yesterday. The decision to go ahead was made after a preview of test shots at the Pilgrim Theatre, the Bronx, on an experimental installation.

Both Zanuck and Skouras were enthusiastic. The former said the new process would "give audiences the greatest amount of participation motion pictures have ever offered." Skouras said, "This is the calibre of production which can help the motion picture industry overcome television's gigantic competition."

The picture will be released in 1958.

L. A. Council Delays Action On Telemovies

Seek "More Information" Before Voting Franchise

From THE DAILY Bureau

HOLLYWOOD, July 10.—A franchise which would authorize the installation and operation of a closed-circuit pay-television system or systems in Los Angeles ran into a snag today when the City Council, which had been expected to approve the franchise in the form recommended yesterday by a committee, decided to obtain more information on the subject before taking action.

Although both Skiatron and Telemeter had representatives present at the Council meeting, neither of them took part in the discussion.

The Council then put the matter over until one week from today for its next consideration.

'Angels' Launches Para. Theatre Anniversary

The Thirtieth Anniversary Summer Festival of the New York Paramount Theatre was launched last night with the world premiere of Warner Bros.' "Band of Angels."

The public, popular-priced opening, at which star Yvonne DeCarlo was guest of honor, was attended by Sena-

(*Continued on page* 6)

COMPO-Allied Talks Are 'Progressing': Frisch

Emanuel Frisch, board chairman of the Metropolitan Motion Pictures Association, said yesterday that "progress is being made" in the effort to bring Allied States Association back into the COMPO camp. Frisch declined, however, to elaborate further on the subject.

On the topic of repeal of the New York City amusement tax, Frisch expressed confidence that the measure will eventually be passed by the city. According to city officials the five per cent repeal is still under study.

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, left New York for Tokyo last night to attend the premiere of "Around the World in 80 Days."

•

JOHN C. FLINN, Allied Artists director of publicity and advertising, is in San Diego for the opening of "Dino."

•

RICHARD QUINE, director for Columbia Pictures, will leave New York for Europe today.

•

KAP MONAHAN, film critic of the "Pittsburgh Press," was married to ESTER BECK recently.

•

VALERIE GAIL OPPENHEIM, daughter of Detroit theatre owner ROYAL ALLEN OPPENHEIM and MRS. OPPENHEIM, was married this week to WILLIAM WETSMAN of Wisper and Wetsman Theatres.

E. H. Wachter, 73

KANSAS CITY, Mo., July 10.—Earl H. Wachter, 73, former Southwest district manager for 20th Century-Fox, died Wednesday at his home here after an illness of several months. Besides the post of district manager, Wachter also worked for Fox in Hollywod and New York.

Rank Promotes 'Value'

Rank Film Distributors of America will launch a campaign today in New York metropolitan area newspapers in conjunction with the 58 Vim stores to promote the multiple first-run opening on July 31 of "Value for Money" and "Out of the Clouds" in 20 theatres.

Fire in Florence

FLORENCE, Ore., July 10.—Fire of undetermined origin destroyed equipment of the Florence Theare here with losses upwards of $50,000.

RKO Executives

(*Continued from page* 1)

worldwide publicity and promotion manager, left New York yesterday to attend the screenings and also to participate in conferences with William Dozier, vice-president in charge of production, and other studio executives on plans for new activities by the company.

U. S. French

(*Continued from page* 1)

ly oppose any reduction in the number of permits issued to the Americans. The exhibitors want pictures, especially American pictures, and the more there are the greater is their choice. They also point out that of the 110 permits allowed under the present agreement, no more than 90 to 95 ever are actually issued.

The American negotiators are understood to consider terms of the present agreement the absolute minimum, with no thought being given to any agreement which falls below 110 permits. They argue further that French films are getting an excellent play in the United States, grossing approximately $1,000,000 annually, for which reason they cannot understand the stiff French terms.

Corvallis Company Has 49th Anniversary

Special to THE DAILY

CORVALLIS, Ore., July 10.—In celebrating another anniversary, the Corvallis Amusement Company, owners Mrs. Sam Whiteside and Charles Whiteside, advise that the pioneer company was organized in 1908, and has served the community continuously since that date.

The Whiteside is still their main operation and in addition they now operate the Midway Drive-In and the Albany Drive-In theatres. The Whiteside is the largest theatre in the valley with 1,025 seats.

Memphis 1st-Run Theatres Advance Admission Prices

Special to THE DAILY

MEMPHIS, July 10.—Memphis first runs today advanced admission price from 60 to 65 cents for matinee and from 75 to 85 cents for evening.

Childrens' prices remained at 20 cents anytime. Prices will vary from time to time; the Strand, for example, is charging 90 cents for Elvis Presley's "Loving You," its current attraction.

'Affair' Bows Tonight On S.S. Constitution

The S.S. Constitution will be the scene tonight of a shipboard premiere for 20th Century-Fox's "An Affair to Remember." Much of the action of the film is set aboard the luxury liner, which has docked in New York Harbor especially for the event.

Star Cary Grant, producer Perry Wald and director Leo McCarey will head a list of entertainment world celebrities on hand for the debut. International radio and TV coverage has been set.

Union Sues Lippert

(*Continued from page* 1)

stipulated payments to writers of the films.

The union seeks an accounting of all monies received by the company and full information regarding the titles. About 100 low-budget pictures are understood to be involved.

'Partner' from Roots

(*Continued from page* 1)

than $200,000 is for the operator who always wants "something he can get his teeth into"; that its campaign is built around co-exploitation by the small exhibitor; and that with its strong religious motif the theatre man can be and become his town's leading citizen. Also, that proportionately, if he puts as much effort into it as for a bigger picture, he'll make more because "possibly" terms may be better. Einfeld added for his company he'd be greatly disappointed if it grossed less than $1,500,000. It has, he concluded, universal appeal, to all faiths, and it should have to the shrewd marketer looking for something different in a buyers' market, that very something.

In the board room after luncheon and preceding screening, creative advertising director Max Stein showed the advertising and its orientation, said the picture was perfect for small towns and that no picture could be better welcomed by a Billy Graham.

Radio-TV advertising manager Martin Michel explained that in the small towns radio and conversations are communication, and spot radio most effective, and he played "God Is My Partner," co-written by Stein, and its introductions by Joseph Cotten, and, especially for the South, by ordained minister Hovey Lester.

Exploitation manager Rodney Bush pointed up the weekly newspaper and religious leaders as communicative factors the company is reaching, and that the Martin and Thompson circuit, opening the picture July 17, is enthusiastic. He added he has a sense of achievement in putting across this kind of picture.

Sales manager Alex Harrison commented exhibitors and almost all his exchangemen have been asking for the small town picture, and this is it.

Einfeld said: "Bob Lippert is a pretty smart guy."

PEOPLE

John C. Milligan has been named vice-president in charge of sales for Kollmorgen Optical Corporation. In his new position he will direct sales of all the company's products.

□

W. C. DeVry has been named president of Paromel Electronics Corp., Chicago, succeeding **Jack M. Miller.** The latter plans to return to New York where he will open his own office.

□

Martin Starr, former Hollywood commentator for the Mutual Broadcasting System, will act as master of ceremonies at opening night festivities tonight for the Amboys Drive-In Theatre, Sayreville, N. J. The new drive-in is an operation of the Michael Redstone circuit.

□

Tony Mercurio, office manager and head booker at Paramount's Buffalo exchange, has resigned to accept a position as buyer and booker for three theatres, owned and operated by **Alex Stornelli,** in Medina, Albion and Middleport, the latter being a drive-in. Succeeding Mercurio in his Paramount post is **John Serfustini,** a former employee at the local Paramount branch.

□

Paul Zalinsky has been named assistant manager of the Stanley-Warner Strand, Hartford. **Phil Harrington,** who had served as aide to resident manager **Jack Sanson,** is now functioning as relief manager for vacationing S-W New England managers.

□

Perry Lieber, formerly studio and then New York publicity chief for RKO Radio, is in town conferring with 20th Fox advertising executives on "South Pacific." Lieber will handle unit activities.

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH - CHICAGO
630 NINTH AVE. - NEW YORK

...NEXT TIME IN NEW YORK
BOURBON STREET
330 E. 56 ST. • EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS • ROAST BEEF • STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.


BIG
NEWS...

Available for Nati
Bookings S

HOWARD

JET

Starri

JOHN WAYNE

AN

U. S. AIR

TECH



WITH

JAY C. FLIPPEN · PAUL FIX · HANS CONRIE


nal Day-and-Date
tember 19
HUGHES'
PILOT
JANET LEIGH
HE
FORCE
OLOR
RKO RADIO PICTURES
Released by
UNIVERSAL-INTERNATIONAL
Directed by JOSEF VON STERNBERG • Written and Produced by JULES FURTHMAN

Television Today

New Material For 'Climax'

By SAMUEL D. BERNS

HOLLYWOOD, July 10.—"Climax" is instituting a fresh approach to its choice of story material and star names, according to Ralph Nelson, who was recently appointed one of the two producers of the show.

Melodramas will still remain the backbone of the series, but they will now find themselves in the company of comedies, dramas and occasional stories with music, every other week, he said. This will not alter the basic concept of the Thursday night attraction's title, since every kind of story has a "climax," Nelson explained.

"We are planning also to introduce a variety of new names to supplant the more familiar ones seen in the past and are signing some of them on the basis of roles providing an 'offbeat casting' opportunity," Nelson added.

Chrysler Corporation, through its agency, McCann-Erickson, is viewing this change as an opportunity to increase its well-rated show's following with an even greater audience, according to Nelson.

Nelson, drafted by CBS from his directorial assignments on the net's Playhouse 90 series to his new status, will alternate the producing reins with Edgar Peterson, who handled the weekly job alone during the past season. Each will supervise groups of eight shows, to allow more time for proper development and preparation of scripts. This move was prompted by the successful modus operandi of "Studio One," Nelson said.

Name Ten Associates For '7 Lively Arts'

John Houseman, executive producer of "The Seven Lively Arts," CBS Television's hour-long Sunday series starting this fall, has announced ten associates in the production of the program, which will deal with the entertainment world from virtually every angle.

Robert Herridge has been designated to produce up to one-half of the series' presentations, and Jud Kinberg is also named as producer on Houseman's staff. Other associates of Houseman in this series are Robert Northshield, Robert Goldman, Jack McGiffert, Charles Schultz, Joe Hurley, Robert Sharpe, Andy Rooney and Peter Poore.

Factor New Sponsor

The Max Factor Company will sponsor NBC-TV's Masquerade Party on alternate Wednesdays (8-8:30 P.M., EDT) starting yesterday and continuing through Sept. 4.

Replies to FCC on Toll-TV Total 30; Cons Lead

From THE DAILY Bureau

WASHINGTON, July 10.—Among the last briefs filed here yesterday with the Federal Communications Commission anent the proposed trial of subscription television were those from RKO Teleradio, Jerrold Electronics and Sherrill Corwin, California theatre and TV station owner. In all the Commission received about 30 replies, with the cons outnumbering the pros about two to one.

RKO Teleradio took no stand either for or against the proposed medium. It mentioned its owned and operated stations, WOR-TV, New York, and KHJ-TV, Los Angeles, and said it would "cooperate with any system of subscription television as may be installed in either place."

Jerrold asked the FCC to make a thorough examination of the results of the Bartlesville wired pay-TV operation before considering a test of broadcast toll TV. In this way, it said, the FCC can obtain all the data it needs without a test. Also, it said, this wolud insure "proper protection of the existing major business interests which can be affected" by a broadcast test.

Corwin asked approval of toll TV immediately and offered the use of his San Francisco TV station, KBAY-TV, for any test. However, he asked in addition, that the FCC establish toll TV only where it would be "an addition" to existing free television.

Raceway Commercial

A stop motion commercial for Roosevelt Raceway in Westbury which appears to be made from an aeroplane is being produced at Animated Productions by Al Stahl. A miniature of Roosevelt Raceway is being photographed from an Oxberry camera mounted on a track which makes it possible for the camera to travel downward as if it were mounted in an aeroplane. Cut in are action scenes without interrupting the continuity.

Francis Bow Slated

The premiere of the Arlene Francis Show will be presented on NBC-TV Monday, Aug. 12 at 10 A.M., EDT. The half-hour program, which will be telecast daily, Monday through Friday, will be a variety show with the star serving as hostess.

New Mirisch Company

MILWAUKEE, July 10.—Mirisch Brothers Production Co. has been formed with a capital stock of 250 shares common at par value of $100 per. The company will produce and distribute motion pictures and will produce and deal in stage plays, television productions and etc.

Seek Ideas

(*Continued from page* 1)

ordinator for the publicity and advertising directors' committee of the MPAA, and Charles E. McCarthy, information director of COMPO, lost no time in seeking an expansion of the proposed program following a meeting at the Harvard Club Monday.

Invitations to send in ideas were sent out Tuesday to the following: Raymond Willie, Interstate Circuit, Dallas; Edward Seguin, Balaban & Katz, Chicago; Louis A. Brown, Loew's Poli New England Theatres, New Haven; Maurice A. Marr, Paramount Gulf Theatres, New Orleans; Thornton Sargent, National Theatres, Los Angeles; Sonny Shepherd, Wometco Theatres, Miami; Paul Levi, American Theatres, Boston.

Also, Emil Bernstecker, Florida State Theatres, Jacksonville; Alice N. Gorham, United Detroit Theatres, Detroit; Charles Winchell, Minnesota Amusement Co., Minneapolis; Ralph Russell, Palace Theatre, Canton, O.; George Kerasotes, Kerasotes Theatres, Springfield, Ill.; Paul Lyday, Fox Intermountain Theatres, Denver; Don C. Douglas, Rowley United Theatres, Dallas; Don Allen, Tri-State Theatres, Des Moines; Sheldon Gunsberg, Walter Reade Theatres; Norris Hadaway, Wilby-Kincey Theatres, Atlanta, and Seymour Morris, Schine Theatres. Gloversville, N. Y.

Doob and McCarthy are anxious to receive ideas from exhibitors anywhere.

'Angels' Launches

(*Continued from page* 1)

tor Jacob Javits, Manhattan borough president Hulan Jack, New York Republican candidate for mayor Robert Christenberry and Robert Penn Warren, author of the novel on which the film is based.

In honor of the 1927 opening of the Broadway showcase, 50 Paramount rows were named for some of the great performers who have appeared on the theatre's stage or screen.

Theatre Remodeled

PHILADELPHIA, July 10.—New Lyric, in the Germantown section of the city, has reopened under new management upon the completion of major renovations, including air conditioning, new seaeting, a gian screen, new ladies lounge, new concession stands and new decorations.

'Miss Universe' Contest

Vincent Trotta, "dean of judges" for beauty pageants and contests, left here yesterday with some fifteen "beauties" for Long Beach, Calif., and the "Miss Universe Contest."

'Bambi' to Normandie

The New York City revival engagement of Walt Disney's "Bambi" will commence at the Trans-Lux Normandie Theatre on Thursday, July 18.

. . . NEWS ROUNDUP

Change Convention Dates

The Missouri-Illinois Theatre Owners will hold its 39th annual convention and trade show on Sept. 9 and 10, instead of a week later as previously announced. The meeting will be at the Kingsway Hotel in St. Louis.

'Walk' Booked in Ohio

Patric Pictures Co., a subsidiary of Embassy Pictures Corp., has booked "Walk Into Hell" into 70 theatres in the Cleveland-Dayton-Cincinnati area starting Aug. 21. The picture is owned by Joseph E. Levine, president of Embassy. It will have its American premiere in 200 theatres in New England starting July 31.

V.C. Names Tour Agency

John Rowley, chief of Variety Clubs International, and George Hoover, executive directors, have arranged a deal with American Express Co. for it to act as the official tour agency for the international convention in London in April, 1958.

Film 'Hills' in Vatican

The first feature length film given permission to shoot scenes inside Vatican City is Mario Lanza's "Seven Hills of Rome." A sequence in St. Peter's Square was filmed for the M-G-M Technirama film. Newsreels have filmed inside the Vatican City before, but never a feature length film using professional actors.

Superscope Expands

Superscope is broadening its interests in the entertainment field, with the formation of an Audio Electronics Division, it was announced by Joseph and Irving Tushinky. This new division has already begun operations with the manufacture of the Sony Superscope Sterecorder, a complete stereophonic tape recorder and speaker system for both home and theatre application.

UA Meetings

(*Continued from page* 1)

and exploitation. He leaves for the Coast tomorrow.

Lewis will also meet with producers of films figuring in UA's current $18,000,000 production program. This product group includes features that will be before the cameras from now through September.

The promotion planning sessions will be attended by Robert F. Blumofe, UA vice-president in charge of West Coast production; Leon Roth, West Coast publicity coordinator, and producer's representatives. Lewis is scheduled to return to the home office on July 22.

'Band of Angels' in Stellar N. Y. Bow!

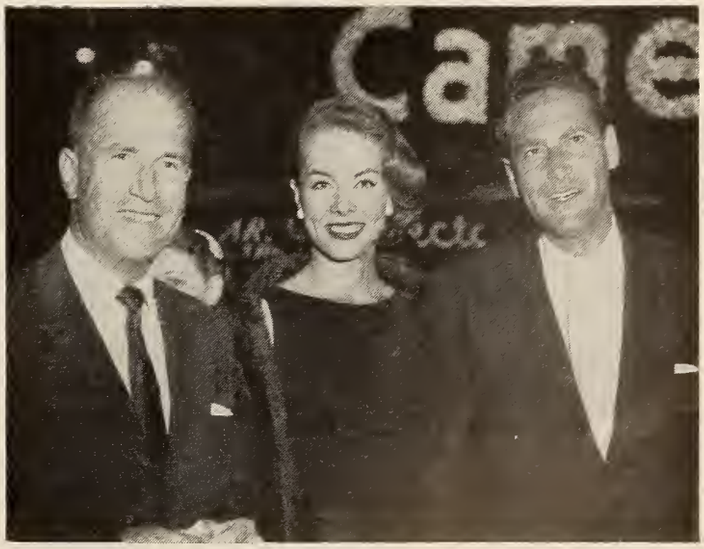
Selected by the Paramount Theatre, flagship of AB-PT, to launch its 30th Anniversary Summer Festival, Warner Bros. "Band of Angels," starring Clark Gable and Yvonne DeCarlo, had its gala world premiere last night at this Broadway showcase. Miss DeCarlo was the guest of honor at the impressive ceremonies highlighted by the dedication of fifty "Golden Rows of Stars," named for great performers who have appeared on the stage or screen of the Paramount Theatre since its 1927 opening. Stars from every field of the entertainment world participated in the festivities which were accorded comprehensive press, tv and radio coverage. "Band of Angels," which also co-stars Sidney Poitier and Efrem Zimbalist, Jr. in the WarnerColor dramatization of the Robert Penn Warren best selling novel, was directed by Raoul Walsh from a screen play by John Twist, Ivan Goff and Ben Roberts.



Ed Hyman, vice-president of AB-PT; Larry Morris, general manager for B. S. Moss; Bob Shapiro, Paramount theatre; and Bernard R. Goodman, WB executive.



onne DeCarlo, guest of honor, wearing $2,100,000 worth of diamonds, rives to participate in the festivities at the Paramount theatre.



Robert S. Taplinger, WB vice-president; Joan Kemp, and Warner producer Martin Rackin who has just completed three for Warners.



ana Barrymore arrives with Gerald Frank, author of her book Too Much, Too Soon.



Times Square in front of the Paramount showing the tremendous turnout of spectators who gathered to watch the ceremonies and cheer the stars.



Robert Penn Warren, author of the best-seller Band of Angels.

"LOVING YOU"

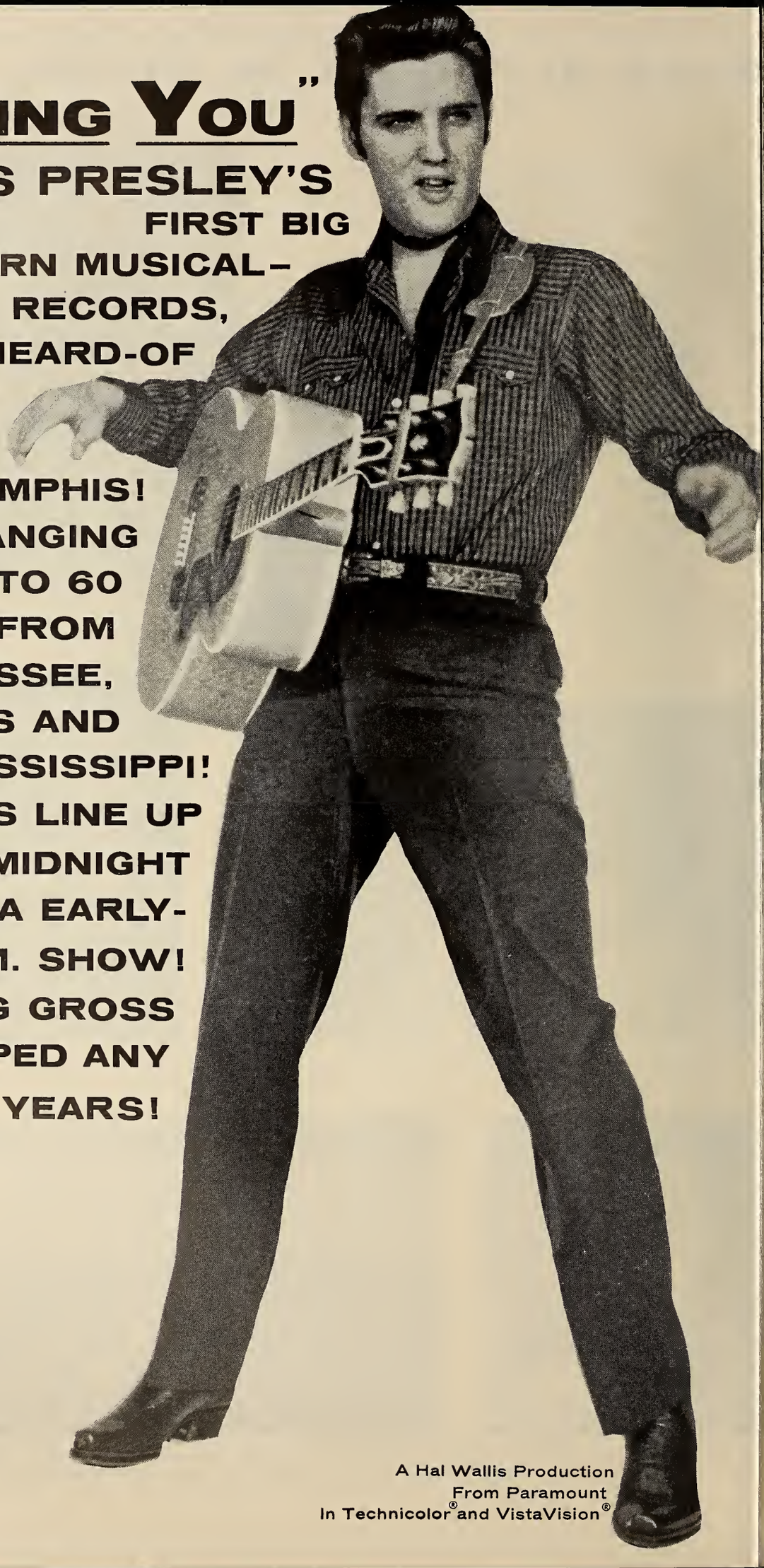
–ELVIS PRESLEY'S FIRST BIG MODERN MUSICAL–

ROCKS ALL RECORDS,
ROLLS UNHEARD-OF
GROSSES INTO
BOXOFFICE
AT STRAND, MEMPHIS!

FANS RANGING
FROM 6 TO 60
COME FROM
TENNESSEE,
ARKANSAS AND
MISSISSIPPI!

CROWDS LINE UP
AT MIDNIGHT
FOR EXTRA EARLY-
BIRD A.M. SHOW!

OPENING GROSS
TOPPED ANY
IN YEARS!



A Hal Wallis Production
From Paramount
In Technicolor® and VistaVision®

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 8 NEW YORK, U.S.A., FRIDAY, JULY 12, 1957 TEN CENTS

Second Day

Battle Over Contracts in Goldwyn Suit

Judge Favors Plaintiff In Ruling on Dispute

Special to THE DAILY

SAN FRANCISCO, July 11. — A battle between opposing counsel over contracts highlighted today's second session of Samuel Goldwyn's anti-trust suit against Fox West Coast Theatres, National Theatres and other exhibitor circuits.

Goldwyn's attorney, Joseph L. Alioto, repeatedly was interrupted by

(*Continued on page 7*)

Coast Studios Entertain 677 Guests in 6 Months

From THE DAILY Bureau

HOLLYWOOD, July 11.—A total of 677 guests from 63 foreign countries were entertained by studios during the first six months of this year, according to a report of the International Committee of the Association of Motion Picture Producers.

Johnston Plans Tour Of South America

WASHINGTON, July 11.—Motion Picture Association president Eric Johnston will leave early next month for a two week's motion picture business trip of South America.

Johnston, who hasn't been there in several years, plans to visit Argentina, Brazil and Venezuela, as a minimum. He'll be accompanied by MPAA's western hemisphere manager, Robert J. Corkery.

TRADEWISE
on page 2

Television Today
on page 6

Theatre Opinion 2 to 1 Against Cable TV HERALD Institute Finds

By JAMES M. JERAULD

Exhibitor attitudes toward supplying pay-as-you-see television to homes from cable-equipped theatres is far from crystallized in large and small situations across the country. Approximately 22 per cent favor the proposal in some form, about 50 per cent are definitely opposed and the remainder are not ready to take a stand.

These figures have been compiled from replies to questionnaires sent out by The Herald Institute of Industy Opinion to exhibitors in four population categories—up to 7,500, from 7,500 to 30,000, 30,000 to 100,000, and over 100,000.

Those against exhibitor participation in paid television are emphatic.

One prominent southern exhibitor

(*Continued on page 7*)

Court Approves Fla. Theatre for Loew's

Federal Judge Edmund Palmieri yesterday signed an order permitting the Miami Beach Theatre Corporation, subsidiary of Loew's Theatres, to acquire a new theatre in Sunny Isles, Dade County, Fla. Judge Palmieri said he felt the new theatre would not unduly restrain competition in the surrounding area. Petitions by those opposed to the grant were dismissed.

Loew's Board Begins Full Tour of Studio

From THE DAILY Bureau

HOLLYWOOD, July 11. — The 13 members of the Loew's Inc., board of directors began a comprehensive tour of the M-G-M studio facilities here today.

In meetings which will continue through tomorrow the board is expected to make a review of executive operating personnel.

Wallis High on 'Loving', Buys New Properties

"Loving You," the new Hal Wallis production which recently opened around the country, is doing extremely well, according to the producer. Wallis said that in Memphis, Tenn., alone the figures reported seem to indicate that the new Elvis Presley picture is racking up grosses that are nearly double those of top pictures of the past year.

At an interview here Wallis men-

(*Continued on page 7*)

REVIEW:

An Affair to Remember

20th Century-Fox—CinemaScope

A FINELY-PRESENTED adult romance between Cary Grant and Deborah Kerr in CinemaScope and De Luxe color with shipboard, Mediterranean and New York backgrounds, this picture has outstanding appeal for women and merits preferred playing time in any situation.

Grant and Miss Kerr are themselves potent boxoffice attractions. In this story by Leo McCarey and Mildred Cram the suspense centers on whether their shipboard romance will wane or grow stronger during a six-month waiting period. The situations are handled so deftly and tenderly by McCarey that many women left the screening room in tears.

Add these emotional values to a series of beautiful backgrounds, a night club sequence in which Vic Damone sings a song with the same title as the picture and you have cheerful news for any exhibitor.

The picture was produced originally as "Love Affair" for RKO in the spring of 1939.

In this story Grant is an internationally known charmer engaged to

(*Continued on page 6*)

New Treatment

Plan Special Neighborhood Campaigns

Paramount, Loew's Join On 'Khayyam' Openings

Concentrated efforts are to be made by Paramount and Loew's Theatre executives to get neighborhood promotion on multiple-release films that have not had preliminary Broadway campaigns. The new approach is to be started by Paramount Pictures and Loew's Theatre neighborhood managers following meetings in the Paramount home office projection room which will be attended by executives of both organizations.

Paramount's "Omar Khayyam" will

(*Continued on page 6*)

Producer Criticizes Theatres, Not Patrons

By FLOYD STONE

A company producer yesterday enlivened his trade press interview by describing production perceptively and pungently, the audience kindly, and the theatre wryly.

Martin Rackin, producer for Warners, a writer still, a former newsman and publicist, said he believes fervidly in the motion picture as a valid and uniquely separate art

(*Continued on page 6*)

Industry Census Plans For 1959 Are Started

From THE DAILY Bureau

WASHINGTON, July 11.—Plans for the 1959 census of business statistics are in work at the Bureau of the Census, which has just released the last of the statistics collected in 1954.

The 1959 census will ask the same questions covered in the 1954 census, with separate lists going to production, distribution, exhibition and allied service fields. It will be based on business for the calendar year of 1958. It is expected the information will start becoming available in November 1959.

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, returned to New York last night from Hollywood.

•

ALFRED KATZ, United Artists home office foreign department executive, will fly to Japan over the weekend.

•

JUDSON MOSES, southern field press division representative, is in New York from Atlanta.

•

MORRIS FRANTZ, of Loew's International publicity department, will leave Monday for Mexico City and Hollywood.

•

WILLIAM L. SNYDER, president of Rembrandt Films, is on a three-week business trip to Europe.

•

JACK M. WARNER, executive in charge of WB-TV Commercial and Industrial Films, Inc., and OWEN CRUMP, producer, have returned to Hollywood from New York.

•

HERB STEINBERG, Paramount national exploitation manager, left New York yesterday for New Orleans.

•

LOUIS PHILLIPS, Paramount vice-president and general counsel, left New York for Europe yesterday.

Theatres Fete 'La Strada' On Second Anniversary

New York's entire group of specialized theatres will join the Trans-Lux Corporation between July 15 and 21 in celebrating the second anniversary of "La Strada" at the Trans-Lux 52nd Street Theatre.

Competing theatres participating in the birthday salute include the Baronet Theatre, the 55th Street Playhouse, the Fine Arts Theatre, the Guild Theatre, the Little Carnegie Theatre, the World Theatre, the Paris Theatre, the Plaza Theatre and the Sutton Theatre.

"La Strada" has won many film awards, including the Grand Prize of the Venice Film Festival, the New York Critics Award and 1956's Academy Award for the Best Foreign Film of the Year.

'Pajama Game' Set

"The Pajama Game," starring Doris Day in the Warner Bros. motion picture version of the long-run Broadway musical hit, will have its world premiere at Radio City Music Hall late this summer.

TRADEWISE

By ONLOOKER

IN LONDON observers say American motion picture interests should not be too much encouraged by the freeing of dollar controls on a wide list of raw material imports by the Government last week. They say the chances are the present motion picture controls will be renewed as they are at the talks scheduled to start in Washington the week of September 23 but that it is too early to anticipate full convertibility. . . . Also in London Dore Schary, there on what he called a sabbatical, was being introspective the other day about trends in Hollywood. The power of the creative artist in Hollywood is increasing, he said, while the power of the front office is diminishing. He thought this would result in good pictures but there is a danger. With independent producers concerned only with their immediate picture or pictures he thought the long term investment in equipment, facilities and stars might be neglected and the industry deteriorate as a consequence. . . . Action in Los Angeles on a franchise for toll television by cable points up Washington observations that the FCC's proceedings and the entire toll television agitation in Congress are getting more and more academic. The big breakthrough came with the Bell Telephone company's newly awakened interest. . . . The International Geophysical Year, which started off with a highly publicized—and dramatized—"explosion" on the sun (it's been doing that for centuries but without publicity) represents a new field for enterprising publicity agents, some of whom, feeling they have conquered the world, are ready to try for outer space.

MGM PEOPLE at the home office are excitedly handing around the report on the sneak last week of Sol Siegel's "Les Girls." George Fine's Audience Research, Inc., which now handles preview reports for several companies, presumably on the basis that they can't trust themselves, gave it a rating of 99.2 on the basis of 350 cards returned. That's said to be four or five whole points better than "High Society" got at a similar test. The picture is for autumn release. . . . The novelty trailer idea, used off and on for years, is coming in for some heavy experimental merchandising. Sam Spiegel had a special unit shoot enough footage for another feature on "Bridge on the River Kwai" and, as reported last week, it's being cut up for trailers for television and for theatres. Columbia also has Ernie Kovaks introducing himself in a special for "Operation Mad Ball".

THE NEED for theatre managers to be alert for any emergency and for them to have the authority to act on their own best judgment was heavily underscored recently at a Broadway circuit house. A foul up in booth and stage cues closed the curtains and brought up the house lights at the climax of the picture five minutes before the end. The audience booed and shouted for a re-run. The lights went down and the curtains opened to show a short subject. The booing and shouting came near to riot proportions. The manager told several people he had no authority to re-run the final reel of the feature but was finally persuaded to call a home office executive for permission to run. He got it and the audience finally quieted down but not too happily.

CAPT. HAROLD AUTEN, veteran distribution executive and American representative of Greater Union Theatres of Australia, is converting his resort motel at Bushkill, Pa., in the Pocono Mountains, into a first class dramatic school next fall which he hopes will develop into an important source of new talent for the industry. His resort boasts a completely modern theatre which opened its 1957 summer season last weekend. The theatre will provide workshop opportunity for aspiring talent enrolled at the school.

Triple Print Is Made From 65mm Negative

From THE DAILY Bureau

HOLLYWOOD, July 11.—Making pictures for Cinerama or Cinemiracle, both of which use triple projectors, is now possible with a single 65mm negative of a camera designed to use that width, according to Robert E. Gottschalk, president of Panavision, Inc. Three positive prints are made from a single negative.

The advantage, it is claimed, is that this method eliminates the use of three cameras on a set and thereby cuts both expense and the length of time consumed in the photography. The three prints allow the projection at any screen width desired without distortion, Gottschalk states.

The experimental prints were made from "Raintree County," forthcoming M-G-M release at the M-G-M studio laboratory after considerable research done jointly by Panavision engineers and the M-G-M research and development department headed by Douglas Shearer. The results were described as "most gratifying" and without image distortion.

Todd's '80 Days' Opens Sept. 1 at Columbus

Special to THE DAILY

COLUMBUS, July 11. — Mike Todd's "Around the World in 80 Days" will open about Sept. 1 at Hunt's Cinestage, formerly the Uptown, a 729-seat subsequent run downtown house. An eight-week remodeling job is in progress at an estimated cost of $150,000.

Todd projectors and sound and a 24 by 48 foot screen is to be installed. New seating, carpeting and curtains are planned. The lobby also will be enlarged. A reserved seat policy priced from $1.50 to $2.50 is planned with 10 shows weekly.

Jane Russell to Tour

Jane Russell is scheduled for a nine-city two-week personal appearance tour for "The Fuzzy Pink Nightgown." Chicago, Detroit, Cleveland, Pittsburgh, New York, Toronto, Boston, Philadelphia and Washington are included on the itinerary.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE • LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release • TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. T. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Gala Ship Debut for 'Affair to Remember'!



Photographed arriving at the S. S. Constitution are 20th Century-Fox president Spyros P. Skouras, Mrs. Skouras and Jerry Wald, producer of "An Affair to Remember."

The S.S. Constitution was the site last evening of the unique and glamorous world premiere showing of Leo McCarey's "An Affair to Remember," produced in CinemaScope and Deluxe color by Jerry Wald for 20th Century-Fox release. The American Export Liner, on which part of the romantic drama is played, was docked in New York harbor especially for the event which saw an exciting turnout of prominent personalities headed by Cary Grant, who stars in the film with Deborah Kerr, producer Wald and director McCarey. CBS-TV's Ed Sullivan was on hand, filming highlights of the festivities for showing Sunday night on his popular variety show, while vast international coverage was achieved by six network radio shows interviewing arriving celebrities, the Voice of America, Armed Forces Radio Service, and Movietone newsreel cameramen photographing the opening for more than 100 television stations in the U.S., Canada and Great Britain. The premiere was genuinely "An Affair to Remember."



Among the guests at the shipboard party are (l. to r.) Fred Zinnemann, director of 20th-Fox's "A Hatful of Rain," Charles Einfeld, 20th-Fox vice-president; and Leo McCarey, director of "An Affair to Remember."



Cary Grant (right) star of the CinemaScope-Deluxe color production, points out some of the evening's highlights to Fernando Lamas and his wife Arlene Dahl.



Tony Randall, star of 20th-Fox's "Will Success Spoil Rock Hunter?" is photographed with Debra Paget.



Robert Evans, featured in Darryl Zanuck's "The Sun Also Rises," arrives with attractive Bonnie Bolding.



Anthony Franciosa, star of 20th-Fox's "A Hatful of Rain," and his lovely wife Shelley Winters are among the galaxy of stars.



Idyl hours... where
anticipation and memory spell box office

New technics help give old tales new twists . . . raise new technical questions in production, processing, distribution and projection. In matters such as these, the Eastman Technical Service for Motion Picture Film stands ready, willing and able to help. Offices are located strategically. Inquiries invited.



Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

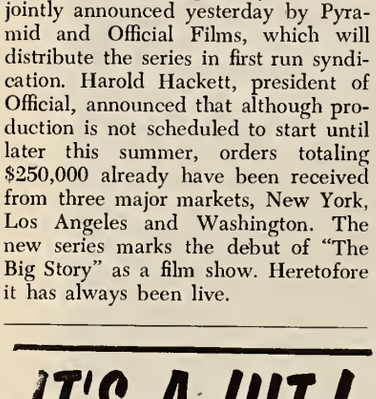
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Television Today

Meredith to Narrate Series for Pyramid

Burgess Meredith has been signed to act as host narrator in a new series of 39 film programs for Pyramid Productions' "The Big Story," it was jointly announced yesterday by Pyramid and Official Films, which will distribute the series in first run syndication. Harold Hackett, president of Official, announced that although production is not scheduled to start until later this summer, orders totaling $250,000 already have been received from three major markets, New York, Los Angeles and Washington. The new series marks the debut of "The Big Story" as a film show. Heretofore it has always been live.

IT'S A HIT!
in San Francisco



BUT... will it be a hit in your house?

It went over big in the Golden Gate . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

Name Curtis Regional Sales Head for NBC

H. Walter Keever, vice-president of NBC Television Films, has announced the promotion of Daniel M. Curtis, eastern sales manager, to manager of regional sales, and of John F. Tobin, northeast sales supervisor, to eastern sales manager. At the same time, five other promotions and reassignments were announced. William Breen was named for the northeast region, Jules Arbib for the southeast, Richard Baldwin for the central area, Herbert Miller for the midwest, and Robert Blackmore for the California area.

WBAP Now with NBC

Station WBAP-TV, Fort Worth, Texas, will be designated as the basic TV affiliate of the National Broadcasting Company for the Dallas-Fort Worth market, Harry Bannister, NBC vice-president in charge of station relations, has announced. At the same time he announced that NBC intends to terminate its present affiliation with Station WFAA-TV, Dallas, since both stations cover the same area.

Neighborhood

(*Continued from page* 1)

receive the new type treatment prior to and during its showings.

The first meeting will be held July 22 and the second the following day. Twenty-nine Loew first and subsequent run neighborhood managers will take part, 14 on the first day and 15 on the second. Cash prizes are to be offered for the best campaigns. Five Loew division managers will attend.

The sessions will open each day at 10 A.M. Adolph Zukor, Paramount board chairman, and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, will speak following screenings of the picture.

Rules for the campaign contests will be discussed in the afternoon following lunch in the executive dining room. Street ballyhoos, lobby displays, window displays, special stunts and tie-ups are to be discussed.

Sid Blumenstock, advertising manager for Paramount; Herb Steinberg, national exploitation manager; Burt Champion, publicity manager; Phil Isaacs, assistant eastern sales manager, and Myron Sattler, New York branch manager, will attend, and it is expected that Barney Balaban, president, will look in from time to time.

Loew's will be represented by Eugene Picker, vice-president; Ernest Emerling, director of advertising and publicity; James L. Shanahan, assistant director, and Ted Arno, publicity manager for the New York theatres.

An Affair to Remember

(CONTINUED FROM PAGE 1

an heiress and Miss Kerr is a former night club singer who is "sponsored" by a Texas millionaire. They meet on shipboard. Grant is intrigued at first by Miss Kerr's resistance to his advances. Both want to avoid publicity, but she consents at Villefranche to accompany him to a visit to his grandmother at a villa overlooking the Bay of Naples. Cathleen Nesbitt is tremendously impressive as the grandmother. She shows Miss Kerr some paintings by Grant.

Before arriving at New York, they agree to meet again in six months atop the Empire State Building. She returns to night club singing. He tries painting, but is reduced to sign painting to earn a living. While he is waiting for her on the Empire tower she is badly injured in a motor car accident. Eventually they are united.

McCarey's familiarity with his own story and Jerry Wald's skill as a producer enabled them to weave a tightly-knit script that emerged a work of art. Neva Patterson, as the heiress Grant was expected to marry; Richard Denning, as the man who failed to win Miss Kerr after a delayed offer of marriage, and Robert Q. Lewis, as himself—a television announcer—perform admirably. The exploitation values provided by Damone's singing and Lewis's efforts as a screen actor should not be overlooked.

Running time, 114 minutes. General classification. Release, in July.

JAMES M. JERAULD

Producer Scores Theatres

(*Continued from page* 1)

medium and in the public as intelligent and even mysteriously discriminating.

About theatres, he had reservations.

Tempering his language for the record, he declared torn seats, chipped paint, bad sound and sight, general discomfort, and indifference seem to be in the field. The stress in some instances is on the Coke machine, he inferred.

"The worst thing the government ever did was to divorce theatres," he opined.

About production, he doesn't believe in remakes. Some studios seem to feel, he declared, they have to keep working to "eat up that overhead."

They claim original stories are few, but he and Warners disagree. Stories arrive, they are read, most are poor, some are good, especially from the "pros." He reads books and scripts two or three hours daily, he alleged.

On remakes, he quoted Joe Frisco: "If you made it right the first time you wouldn't have to do it again."

Must Say 'I Believe'

A producer must be able to decide, and to risk, he feels. At some point he has to say, regardless of presumed worth, "I believe in this."

Jack L. Warner—"a gambler, one of the best"—told his men several days ago, Rackin added, that henceforth they would make pictures only from hit plays and books, and from stories which are original, and all will be big. He agrees with Warner, he said, if you make one "giant" which succeeds it will make as much as 15 one million dollar pictures.

"As for the little picture you make for $600,000, you can't give it away and you can lose a million on it.

"If we make four giants this year, the exhibitor will kiss our feet."

There is another Hollywood mistake these days, Rackin believes: the passion for pictures from television. "Marty" and "Dragnet" are cases of special appeal, he said; others have failed.

"You don't have to go to a movie to see a television show. When we make a picture we use the camera to move it around. You'll never get an "Around the World" on television. The mediums are different and the public sees them differently. At home, shoes off, beer and refrigerator handy, it excuses a lot.

"The public not only never had the eight or 12 year old mind, it basically is very smart. It seems to know somehow when a good picture opens."

Rackin also stressed new faces such as James Garner and Paul Newman and that building new stars is a campaign of patient repetition, as for a commercial product; that the studio recently signed 20 performers and again is building a "stable"; that this includes producers, directors and others; that the television show on the life of singer Helen Morgan is a powerful trailer for his picture.

MGM Shorts Program Includes CinemaScope

M-G-M's 1957-58 short subject program of 30 single-reel Technicolor Cartoons will include one CinemaScope Cartoon each month, it was announced yesterday by Charles M. Reagan, vice-president and general sales manager of Loew's. The twelve CinemaScope Cartoons will comprise seven Tom and Jerry and five Droopy subjects.

Goldwyn

(*Continued from page* 1)

Arthur B. Dunne, chief of legal staff for the defense, as Alioto sought to introduce an imposing array of documentary exhibits. After a series of objections by Dunne to the exhibits with resultant arguments between the two attorneys, United States Judge Edward P. Murphy leaned over the bench and said:

"This is where you and I part company, Mr. Dunne, because I am interested in examining these contracts".

Thereafter Dunne made only perfunctory objections as Alioto continued with his voluminous display of exhibits which Alioto previously had told the court would tend to prove "pockets of monopoly" exercised by the defendants and that they would be backed up by documented evidence.

Bertero On Stand

It was a courtroom victory for the Goldwyn forces but the first witness called by Alioto under subpeona gave trouble. This witness was John B. Bertero, president of Fox West Coast and a vice-president of National Theatres. Bertero, himself a lawyer, parried question after question posed by Alioto who sought to prove that after the United States Supreme Court decision in the Paramount Case the Fox interests made efforts to circumvent the ruling.

About all Bertero would admit to was that the late Charles Skouras, then head of National and FWC, told a Los Angeles luncheon gathering after the Paramount decision: "it's too bad, boys, we'll have to break all of this up." That Skouras statement was not exactly news inasmuch as it has been quoted in at least three previous industry anti-trust suits.

Long Opening Statements

The opening day of the suit, which was filed originally seven years ago, was confined to statements by lawyers for Goldwyn and National Theatres, Fox West Coast Theatres and other defendants. A large number of filing cabinets was wheeled in for use as evidence.

Yesterday both Alioto and Dunne made long opening statements.

Judge Edward P. Murphy inquired: "Are we going to listen to half a hundred theories on competitive bidding for motion picture productions?"

Both attorneys replied in the negative.

Maryland Outing

Special to THE DAILY

BALTIMORE, July 11.—Invitations have gone out for the annual outing of Allied Motion Picture Theatre Owners of Maryland, Inc., to be held July 30 near Annapolis. In addition to a shore dinner there will be a program of events. Jack Whittle, owner of the Avenue Theatre, is chairman of the event.

Theatres Found 2 to 1 Against Cable TV

(*Continued from page* 1)

insisted that cable TV from theatres "would mark the doom of exhibition and also would not be profitable."

Another, in the southwest, expressed an opposite view by predicting that when the public has to pay for its television the "competition that is now hurting theatres will be eliminated and the position of the theatre will be improved."

A large number of theatremen took the stand that "time will tell" and a sizable group admitted lack of knowledge upon which to base an opinion.

Four questions were asked in the survey. They were:

1. Do you view cable theatre (sending motion pictures by wire into homes) as the solution of the pay television problem?

Twenty-two per cent of the answers to this question were in the affirmative. Fifty per cent were "no."

In the small communities up to 7,500 population there was only one exhibitor in favor of the cable theatre innovation. In the 7,500 to 30,000 group the opposition was on a 6-1 basis. In the 30,000-100,000 group the opponents outnumbered the proponents 8-1.

2. If cable theatre systems are to be established, do you think exhibitors should take the initiative in setting up local systems in connection with their theatres or circuits?

Want The Initiative

Preponderant sentiment was in favor of taking the initiative with 57 per cent of the replies affirmative and only 14 per cent opposed. The remaining 29 per cent failed to take a stand.

3. Do you think special product should be made for such systems or should the industry work out some special clearance or availability plan under which product sold to theatres could be shown via cable theatre simultaneously?

Forty-three per cent were in favor of this plan and 22 per cent opposed. The remaining 35 per cent were non-committal.

4. Do you think that such cable theatre installations should be confined to non-competitive situations?

Sentiment was about evenly divided on this point. Thirty-five per cent favored the non-competitive limitation and 39 per cent opposed it. One exhibitor declared that such a limitation would be illegal.

Says Scheme Impractical

A southern operator stated that in his opinion "the whole scheme is impractical."

"What," he asked, "is to prevent the hiring of a hall and the charging of admission by an outsider who pays a monthly fee for the rights? Why should not a family invite another family to come over and share the expenses at the same time? What contribution would the theatre man make . . . he should and would be soon eliminated."

Robert Cook of St. Maries, Idaho, could see no future for the entire cable theatre plan.

"I doubt," he replied, "that any cable theatre can be economically sound as long as there are programs provided for free viewing. Why should any viewer pay to see a program when a free one is available?

"Also, why go downtown to a movie when you can see the same picture in your home? If TV has hurt our business by keeping the ticket-buying public at home in front of a 27-inch screen, then a cable theatre can only compound the problem."

F. W. Davis of the Nimosa Theatre, Morgantown, N. C., commented: "Cable installations will prove too costly for small town operation. Exhibitors on the verge of bankruptcy cannot finance cable TV."

A northwestern showman who did not wish to have his name used was emphatic in his opposition. He wrote: "I do not think new films should be shown in the home via television on any kind of plan. We are just starting to get people back into theatres for new pictures. Why upset it all over again?"

O. C. Lam of the Lam Amusement Co., Rome, Ga., wrote that he did not think special product would be made for cable theatre systems and added: "We may as well let them have the availability that free television now enjoys."

"Cable television," commented one exhibitor who asked that his name be withheld, "will lead us to bankruptcy faster. The prestige of the theatre, now diminishing, will be lost completely."

18-theatre Opening

HOLLYWOOD, July 11.—The latest program package of American International Pictures, "I Was a Teenage Werewolf" and "Invasion of the Saucer Men," will be given an 18-theatre opening July 24 in the Los Angeles area, according to Leon Blender, general sales manager.

Saturation for Rank

Rank Film Distributors of America has set a 25-theatre saturation opening for "Checkpoint" and "Triple Deception" in the Philadelphia exchange territory on Aug. 18, it was announced yesterday by general sales manager Irving Sochin.

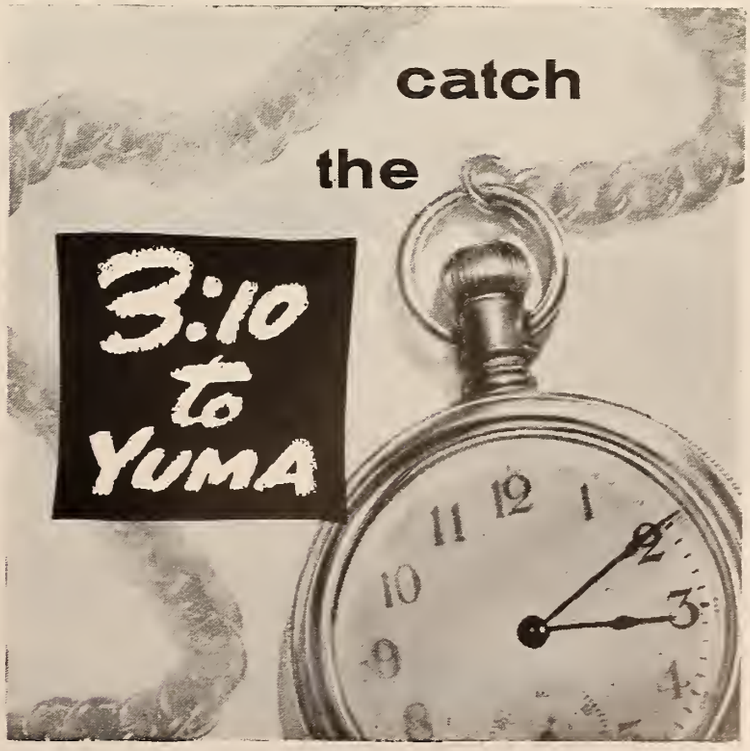
'Loving' High

(*Continued from page* 1)

tioned that he has purchased a sufficient number of properties to keep production active next year. He cited as examples the Dick Nash play titled "Girls of Summer" and Tennessee Williams' "Summer Smoke." Production on "Korea," a play which Wallis has previously acquired, will not begin until after the first of the year. But the producer indicated that the latter play has thus far stirred the interest of big names, including William Holden and Gregory Peck.

Asked whether he plans to try to reunite Jerry Lewis and Dean Martin or use them as "singles" in the future, Wallis said it depended largely on how successfully they "do it alone." If they are successful alone he indicated he would probably play them in separate films.

The producer will leave for the Coast in a few days but he expects to be back in about eight weeks, just prior to departing for Europe on a business-pleasure trip.



ANOTHER BOOMING
BOXOFFICE REPORT
FROM
PARAMOUNT!



JERRY LEWIS as THE DELICATE DELINQUENT is up there with his biggest grosses... in his funniest comedy that's a smash hit wherever it has opened!

They LOVE him in
New York
Pittsburgh
Washington
Des Moines
Omaha
Atlanta
Detroit
Philadelphia
Scranton
Trenton
Harrisburg
Nashville
Chattanooga
Charlotte
Raleigh
Miami
Jacksonville
New Haven
Hartford
Cincinnati
Cleveland

—and hundreds of other cities and towns are welcoming Jerry soon in the most hilarious picture he's ever made!

VISTAVISION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 9 NEW YORK, U.S.A., MONDAY, JULY 15, 1957 TEN CENTS

At MPA Offices

Arbitration Meet Resumes Here Today

Administrative Committee Will Present Proposals

By JAMES M. JERAULD

Further discussion of industry arbitration is scheduled for today at the Motion Picture Association offices here. Since the last meeting of distributor and exhibitor representatives the committee on administrative ar-

(*Continued on page* 4)

Haight Treasurer of National Telefilm

National Telefilm Associates Friday appointed a treasurer, an action which it said reflected its expansion. He is Eric H. Haight, for 30 years in aspects of the film business.



Eric H. Haight

Mr. Haight will report directly to NTA president Ely Landau.

Mr. Haight for 18 years was president of Films, Inc., and previously was with the investment firm, Spencer Trask. The past year, he had been in private invest-

(*Continued on page* 6)

Television Today

Page 6

UA Stock Hits Board Wed.

Common stock of United Artists will be admitted to trading on the New York Stock Exchange Wednesday states Arthur B. Krim, president. The Securities Exchange Commission approved acceleration of the listing 12 weeks after the first offering to the public April 24.

Present UA management with Robert S. Benjamin as chairman of the board and Krim as president took over in 1951 and eliminated losses by raising the gross income to $20,136,000. This meant a net before taxes of $313,000.

Krim told the first public meeting of stockholders June 4 that the company's position was continuing to improve. Gross income for the first 1957 quarter was $14,389,000, up 14.6 per cent over the same quarter in 1956.

Richmond, Va., Council Studies Tax Repeal

Three members of the Richmond (Va.) City Council have been appointed by Mayor Garber to make a detailed study of the city's amusement tax and to make a report by September.

Council authorized the study after considering a request from Richmond theatres to repeal a 5 per cent admissions tax. The latter applies to theatres, which pay a principal portion of

(*Continued on page* 5)

Wall Street Sees Gains In 1957 Film Income

Further improvement in film industry earnings is possible for 1957 as a result of the prospective release of 350 features, an increase of 78 over the 1956 total, according to the Standard & Poor's latest industry survey dated July 11.

Earnings prospects are mixed, the survey states, but an improvement in operating earnings is expected for

(*Continued on page* 4)

Writes FCC Head Doerfer

Toll TV Decision Is For Congress: Celler

Urges Commission to Take No Action on Field Tests Until Authority Is Clear

By J. A. OTTEN

WASHINGTON, July 14. — House Judiciary Committee chairman Celler (D., N. Y.) urged the Federal Communications Commission to take no action authorizing field tests of subscription television without prior approval from Congress.

In a letter to FCC chairman John Doerfer, Celler said it was "clear that the proposed demonstrations of subscription television involve a calculated risk of such magnitude and with such vital implications for the future of television broadcasting that the decision whether or not to embark on them should be made by Congress and not by the commission."

Like House Commerce Committee

(*Continued on page* 6)

See Multiple 1st-Runs Unlikely in Midwest

Special to THE DAILY

MINNEAPOLIS, July 14.—There seems little likelihood that the newly-developed pattern of by-passing big city first runs in favor of sub-run saturation pattern in sub-run houses will be adopted in the upper midwest

(*Continued on page* 5)

Gregg Retires, Lack Is New Westrex President

Eugene S. Gregg has retired from the presidency of Westrex Corporation, and Frederick R. Lack on August 31 will succeed him. Mr. Lack also will continue as vice - president of Western Electric's radio division.



E. S. Gregg

Western Electric owns Westrex, an equipment distributing firm overseas.

Mr. Gregg came to Western Electric in 1926. He was a statistician. A year later he was chief statistician. Two years later he went

(*Continued on page* 5)

Study Territory Issue In Goldwyn Suit

Special to THE DAILY

SAN FRANCISCO, July 14.—Dimensions of the territory in the scope of Samuel Goldwyn's monopoly suit against Fox film interests has become a major point of contest in the case which started here last Wednesday before United States Judge Edward P. Murphy.

Goldwyn's attorney, Joseph L. Ali-

(*Continued on page* 6)

New Chaplin Film Slated For London Bow Sept. 12

From THE DAILY Bureau

LONDON, July 14. — The world premiere of Charles Chaplin's first all-British film, "A King in New York," has been fixed for September 12 at the Leicester Square Theatre here.

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

Lifelike color in every scene

PERSONAL MENTION

WALTER BRANSON, RKO vice-president in charge of world-wide distribution; SIDNEY KRAMER, foreign sales manager, and ALFRED E. F. STERN, world-wide publicity and promotion manager, will return to New York today from Hollywood.

•

MERVIN HOUSER, advertising - publicity director for the Selznick Company, has arrived in New York from Europe.

•

MARTIN RACKIN, producer, and JOHN LEE MAHIN, screenwriter, returned to Hollywood from New York at the weekend.

•

SYLVAN TAPLINGER, head of TV-radio for Peek Advertising Agency, left New York for Paris at the weekend.

•

WILLIAM O. ORNSTEIN, of the M-G-M publicity department, flew Saturday with his family for two weeks in Puerto Rico and the Virgin Islands.

Business Building Committee Meets July 17

Oscar Doob and Charles E. McCarthy, co-chairmen of a committee appointed to develop the second phase of the business-building program, have named a sub-committee of New York advertising and publicity industry heads to assist in the project. A dinner-meeting of the sub-committee has been set for Wednesday night, July 17, at the Sheraton Astor.

Those asked to serve on the sub-committee are: Harry Mandel, RKO Theatres; Harry Goldberg, Stanley-Warner Theatres; Ernest Emerling, Loew's Theatres; Paul Lazarus, Jr., Columbia Pictures; Rodney Bush, 20th Century-Fox; Si Seadler, MGM and Philip Gerard, Universal-International Pictures. An invitation to attend the meeting also has been extended to Abe Montague, a member of the COMPO Governing Committee.

Name Weltner to Para. Vice-presidency

Barney Balaban, president of Paramount Pictures Corporation, announced that the board of directors has elected George Weltner as vice president in charge of world wide distribution of its pictures.

This week Mr. Weltner celebrates his 35th anniversary with Paramount.

Sub-runs Starving for Prints Milwaukee Exhibitors Say

Special to THE DAILY

MILWAUKEE, July 15. — Forty subsequent-run theatre operators here are up in arms over what they describe as a disturbance of the clearance situation by distributors who fail to deliver prints. Some blame it on the shortage of prints; others contend prints are often held up by sales staffs trying to push one picture ahead of another.

Fifteen theatres ordinarily play day-and-date after first runs. The remaining 25 of the protesting exhibitors formerly received their pictures on a regular pattern. Ben Marcus, former president of National Allied and head of Marcus Theatres Management Co., insists that if product isn't provided on a regular basis by distributors many of the subsequents will be forced to close.

The problem was discussed at two meetings of the Wisconsin emergency defense committee of Allied, of which Marcus is chairman. The first meeting was held July 5 and the second on July 8.

Pattern Said Destroyed

Resolutions adopted at the second session state that the releasing pattern has been "completely destroyed" and some of the subsequents are heading for "economic collapse" unless "an orderly and regular availability procedure is reestablished for the Milwaukee subsequent run theatres."

If this is not done by August 1, the resolution states, "exhibitors will find it necessary to eliminate the showing of all motion pictures which will not be made available to the subsequent run exhibitors on regular availability."

Marcus described this as a "last desperate effort for self-preservation."

Hits False Economy

"The whole problem results from the false economy practiced by the distributors in not supplying an adequate number of prints," he declares. "If not corrected, it will ultimately boomerang to the detriment of the distributors by accelerating the closing of many more subsequent run theatres."

Out-size 'Pride, Passion' Pressbook Set to Go

United Artists' king-size pressbook on Stanley Kramer's "The Pride and the Passion" is to be sent out in a few days. It measures 14 x 21 inches and has a lift flap cover which opens to 21 x 42 inches. Howard N. Carnow, editor of the pressbook department, prepared it under the general direction of Roger H. Lewis, national director of advertising, publicity and exploitation.

Allied of Illinois Meets Tuesday for Elections

Plans and arrangements concerning the 27th annual meeting and election of officers were discussed last week by the directors of Allied Theatre Owners of Illinois. The meeting will be held tomorrow at the Blackstone Hotel in Chicago.

The directors also voted to support National Allied's stand on COMPO and recommended that members of the Illinois unit withold payment of COMPO dues until approved by the National Allied organization. In addition, they endorsed theatre collections for the Will Rogers Memorial Hospital on dates to be fixed by the local committee. The directors also endorsed theatre collections for La Rabida Jackson Park Sanitarium, a project of the Variety Club of Illinois. Week set for this project is August 9.

Eau Claire, Wis. Cut In License Fee Urged

Special to THE DAILY

EAU CLAIRE, Wis., July 14.—A reduction in the annual $200 theatre license fee is being sought by operators of two indoor theatres here. F. G. Nutting, manager of Minnesota Amusement Company's State Theatre, and Sheldon Grengs, owner of the independent Hollywood, appeared at a meeting of the city council to ask that the schedule, in effect for ten years, be reduced to meet existing conditions. Also present at the session was Ray Niles, Maco's district manager.

Nutting reminded the council that a few years ago Maco operated four theatres in Eau Claire. "Today," he said, "we operate only the State. Three of our theatres have been closed due to poor business in the past few years." He blamed television for the drop in patronage.

To Test Well Victim

Seven-year-old Benny Hooper, Long Island youngster who made world-wide headlines with his miraculous rescue after a 24-hour ordeal in a well shaft, will be tested by Robert Aldrich for a starring role in the Associates and Aldrich Company's "The Snipe Hunt," psychological melodrama written for the screen by Bernard Kowalski.

Loew's Theatres Backs Hospital Drive 100%

Every Loew's theatre in New York and across the country has been pledged to take a leading and active role in the forthcoming Will Rogers Memorial Hospital audience collections campaign, according to Leopold Friedman, Loew's Theatres president and his associates, John Murphy and Eugene Picker.

Theatres will collect for a one week period beginning August 7th—or August 14th—depending upon the strength of the attractions. A special effort will be made to increase donations to the Will Rogers Christmas Salute by both home office and theatre employees. In the case of individual donations, payment may be spread over a ten-week period.

Film Carriers Ask Boost In Rates for Texas

A second meeting has been scheduled in Dallas between representatives of the Film Carriers' Association and the Texas Drive-In Theatre Owners. At the July 25 meeting the carriers will offer another proposal aimed at increasing present carrier rates.

On June 24, the carriers asked for approximately 50 cents per hundred pounds. Response from a recent survey among the theatre exhibitors indicates additional financial burdens cannot be undertaken now. The implication is that drive-ins would be forced out of business and this, it is said, would ultimately affect the film carriers.

Remodeled Grand Set As Top Mankato House

Special to THE DAILY

MANKATO, Wis., July 14.—Minnesota Amusement Company's 766-seat Grand Theatre, largest of two houses here, which has for a number of years occupied the "B" spot in the city, will reopen Wednesday with Paramount's "The Ten Commandments," and will thereafter serve as the top theatre in the city.

The house is currently undergoing extensive refurbishing, including changes in the marquee, a new sound system, installation of CinemaScope equipment and new carpeting.

Horrorthon Sets Record

San Diego, July 14—Warner Bros.' "The Curse of Frankenstein" set a new all-time high opening day record at the California Theatre here with its 'round-the-clock Horrorthon premiere grossing a whopping $8,200. Figure topped any previous opening day at this house by more than $4,000.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

FIRST, I'D BETTER TAKE CARE OF WILL ROGERS HOSPITAL...



Nothing Like An Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE

Get them done in August—before the rush!

Audience Collection AND THE *Christmas Salute*

FROM THEATRE-PUBLIC

Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

WEEK BEGINNING WEDNESDAY AUGUST 7 through 14

FROM INDUSTRY EMPLOYEES

Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

START THIS ON WEDNESDAY AUGUST 7 *(Finish in August)*

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. • *Saranac Lake, N. Y.*

Arbitration

(*Continued from page 1*)

rangements has threshed out ideas without arriving at any conclusions. Costs and general methods of operation are covered by this special committee.

These proposals will be presented for further discussion, but it is not expected that any final decisions will be reached. The committee on administration is made up of Adolph Schimel, Herman Levy and Wilbur Snaper. Since the last meeting in June, Julius Gordon, president of Allied States Association, has been in town for conferences with Snaper and others.

Thus far the conferences have been more amicable than at any time in the past. No special representation for drive-in owners will be made, because so many of the exhibitor representatives from Theatre Owners of America, Allied States and Independent Theatre Owners now operate drive-ins and understand their problems. One of the most important of these is how to fit them into the clearance pattern.

Mitchell Wolfson of Miami, one of the TOA representatives, will not be present. He is in Europe. His place will be taken by John Stembler of Miami. All the other TOA representatives, Ernest G. Stellings, George G. Kerasotes, Albert M. Pickus, S. H. Fabian, Herman Levy and Joseph G. Alterman, are expected to attend.

Decatur Exhibitor at Peace with Film Unit

ATLANTA, July 14. — Peace has been restored at least temporarily in the controversy over the motion pictures in Decatur, Ga.

The city Better Film Committee has returned to work. And its members apparently will be given a cordial reception by the management of the Decatur Theatre. A month ago a battle started when the owner said that although there were only 23 members of the committee, over 45 came to the show. Agreement was reached Wednesday.

Wall Street Survey

(*Continued from page 1*)

most companies, especially those which "have sizable interests in other fields, particularly television."

"For most companies," the survey continues, "non-operating income will be lower this year, since most producers have already released their libraries of old films."

Increased filming of programs and commercials for video are lifting revenues for some companies, it is stated. The market in 1957 for these activities is estimated at $60,000,000 to $70,000,000. Notable progress in these fields has been made by Columbia through Screen Gems, M-G-M-TV and 20th-Fox's 50 per cent - owned NTA film network.

Push Plans for Can. Film Industry Tour

Special to THE DAILY

TORONTO, July 14—A junket of a representative group of the motion picture industry to tour Canada from coast-to-coast may get underway as early as September of this year. However, it is more likely that it will be June, 1958, Donald Henshaw, Canadian representative of the MPAA, told MOTION PICTURE DAILY.

Henshaw, originally appointed to assist in the Canadian Co-operation Project, said that the September date was second choice. The junket, to be paid for by the industry, has been planned for the last two years, and has an itinerary worked out by Henshaw with Clare Appel.

It would provide key representatives of the picture-making crafts with an opportunity of examining Canada in all its facets from coast-to-coast and provide study of material for future films.

Stewart on Tour

James Stewart, star of Universal-International's "Night Passage," the first Hollywood-made film production in Technicolor's new Technirama process, which has its world premiere at the Paramount Theatre, Denver, Wednesday, will visit 12 key cities between Monday, July 22nd and Friday, July 26th in a chartered plane. The star will cover two and three cities a day.

TENT TALK

Variety Club News

MILWAUKEE—Wisconsin Variety Club, Tent No. 14, has started its ten-week theatre collection drive for its new epilepsy center at Mt. Sinai Hospital here. The picture, "The Dark Wave," released by 20th-Fox, will be shown in each theatre. The goal for the collection is $50,000.

△

ALBANY — In recognition of his services to Camp Thacher, as former chief barker of Albany Variety Club, and since 1955 as chairman of the Heart Fund, a Memorial to Harry W. Lamont, a leading independent exhibitor in Northern New York, is being established. Cash donations to it, for use at the camp, are being received by a committee of which Jules Perlmuttter is chairman. A plaque commemorating Lamont's efforts will be hung there.

△

CLEVELAND—Variety Club, Tent No. 6, has set Aug. 8 as the date and the Pine Ridge Country Club as the place for the annual golf tournament. Arrangements are being made by Tom McCleaster, 20th-Fox district manager, and Jack Silverthorne, manager of the Hippodrome.

RED HOT
COLUMBIA'S "FIRE
OPENING ENGAGEME
...and watch those box-offices blaze

Pleas of Merchants Keep Lanesboro, Minn. Open

Special to THE DAILY

LANESBORO, Minn., July 14. — A petition bearing the names of 200 local, business and professional men persuaded G. P. Qualey, owner of the State theatre to postpone closing of the theatre for at least another month. Qualey planned to close because of poor business but indicated that if the businessmen back up their plea with support at the box office, the house can operate in the black.

Richmond Council

(*Continued from page* 1)

, but it also applies to tickets sold or sports events, circuses or other types of amusement.

According to Morton Thalhimer, Jr., speaking for the theatres, "Declining admissions forced theatres to ask for removal of the tax in an effort to stay in business. In some instances the margin of profit was so slim that the tax would make the difference between profit and loss."

What Tax Produced

The tax in question has been producing an average of about $170,000 per year since it was levied in 1947. They have ranged from a high of 207,000 for 1949 to an estimated 175,000 for 1957.

Multiple 1st Runs Unlikely

(*Continued from page* 1)

exchange cities, Minneapolis branch managers seem agreed.

In the absence of definite home office directives, the branch managers are cautious about edging too far out on the limb, but they seem to feel that the upper midwest clearance pattern is not adaptable and that the cities and surrounding areas are too small to justify scrapping the established custom of opening in downtown first runs.

Knowledgeable film row personalities seem agreed that the Minneapolis, Des Moines and Omaha areas are too small with too few top sub-runs to warrant the experiment.

Milwaukee is seen as another question, and they agree that it might work there, for the city has a large number of excellent sub-runs, plus the fact that the lake Michigan shore south to the outskirts of Chicago offers a heavily populated area from which to draw.

The question of by-passing the first-runners in favor of the sub-runs was brought up in Minneapolis a year ago and the operators of downtown Minneapolis houses, both circuit and independent, were opposed to any tampering with the existing system of runs and clearances. They point out that there has been a struggle to find sufficient top product for seven loop first-runners. They indicated that they would resist any attempt to change the pattern.

Owners of sub-run Minneapolis houses who might be considered beneficiaries of such a plan are divided on their opinion of the feasibility of the idea, pointing out that opening cold with a picture means a larger expenditure for advertising and promotion is needed.

There have been isolated instances where Twin Cities theatres, principally drive-ins, have taken product for first runs but in all cases these have been pictures which have been refused downtown "showcase" runs.

Gregg Retires

(*Continued from page* 1)

to Electrical Research Products, a subsidiary, as export manager. For two years he was European manager. In 1941 he was made vice-president and general manager of ERPI's successor, Westrex; and, in 1954, elected president.

He is from Texas and received his education there and in Chicago. He has been president and director in 13 Westrex subsidiaries and a director in five others, and is a director in seven companies outside the industry.

Mr. Lack is a Western Electric man since 1911, a director since 1945, and a Westrex director since 1947.

PEOPLE

The election of **Pinckney B. Reed** as vice-president, international sales, Radio Corporation of America, was announced at the weekend by **Charles M. Odorizzi,** executive vice-president, RCA Sales and Services. Reed who has been vice-president, government service department, RCA Service Company, Inc., will assume his new position tomorrow.

□

Frank Wentworth and **David Legasse** have been named co-assistant managers of the Alperin Rialto Theatre, Windsor Locks, Conn. **Alfred Alperin** continues as theatre supervisor.

□

Larry Knee, manager of the Stanley-Warner Plaza Theatre, Pittsburgh, has been promoted to manage the company's Squirrel Hill art house. He replaces **Earl Gordon,** who resigned to enter private business.

□

Victor H. Kramer, head of the litigation section of the Justice Department's anti-trust division, said he'll resign around September 1 to enter private practice. Kramer, who has been in the anti-trust division 19 years, played a leading role in various film and broadcasting anti-trust cases.

IS THE WORD FOR
DOWN BELOW"
NTS COAST-TO-COAST!
the hundreds of summer dates still to come!

Warns on Toll TV Decision

(*Continued from page* 1)

chairman Harris, Celler questioned the legal authority of the FCC to okay toll TV, and warned that it was likely that test authorization would commit the commission so deeply that it would have to follow through with full-scale permanent authorization of the system.

"It is imperative," he wrote, "that no expedient be adopted that will impair the traditionally free television system authorized by Congress." He said toll TV would be fine if it were certain to be a supplemental programming to free TV, but that present indications were that "improvident experimentation with subscription television may permanently frustrate existing national objectives for a nationwide and competitive free television service."

Celler, who has introduced legislation to ban toll TV said toll TV would black out stations, siphon off the best programs, and inaugurate a method of broadcasting with "such an unparalleled built-in profit potential that it may drive free network television as we know it from the airwaves."

'Ducks' Classification

Celler noted that the FCC's recent announcement wisely ducked any attempt to classify toll TV. He argued that it could not be classed as a common carrier, and that the law did not provide for regulating a non-common-carrier public utility. If toll TV is classed as broadcasting, he continued, the question then is whether the FCC's existing authority is adequate to assure competition between free and pay broadcasting and to achieve program responsibility among toll TV broadcasters.

Citing FCC difficulties in controlling network practices, Celler said "subscription television would subject added and more complex relationships to regulation under the commission's already burdened licensing authority."

Celler termed "disturbing" the FCC's claim to legal authority to okay toll TV. "For the commission to make its authority to license frequencies the sole basis for authorizing so radical a departure from existing methods in television would be to stretch the licensing authority to its very limits, if not beyond them," he declared.

The New York Democrat warned that any such FCC conclusion would surely be challenged in the courts. "Clarification by Congress in advance," he stated, "will not only assure a more accurate reflection of the desires of the people, but will also go far to avoid costly, time-consuming litigation and possibly corrective legislation."

All of these arguments, Celler said, apply as fully to authorization for tests as to permanent authorization. If the tests are broad enough to be meaningful, he argued, "investments are made and interests tend to jell, so that it becomes well nigh impossible to reverse the forces that have been set in motion. . . . Experimentation on any meaningful scale will inevitably create interests and unleash pressures which, in comparable situations, the commission has been unable to control. Such experimentation must therefore be regarded as a potential commitment to a course from which there may be no return."

Asks Right to Install TV Antenna in Mich.

Special to THE DAILY

IRONWOOD, Mich., July 14.—Sheldon Grengs, Eau Claire, Wis., exhibitor, has made a proposal to the Ironwood, Mich., city commission for the installation of a community television antenna which would improve reception in the upper peninsula city and, incidentally, provide the necessary distribution channel for cable theatres.

Although the city fathers have indicated interest in the proposal and have ordered a study of the Grengs plan, it was apparent that the Ironwood Amusement Company would oppose any move to license an out-of-town company or individual to handle installation.

Wants Theatre Control

Alfred E. Wright of Ironwood said that the theatre owners felt that if a cable TV system is installed in Ironwood, it should be the local theatres who install and control the system. Ironwood, a city of 11,000 population, has two theatres, the 1,000-seat Ironwood and the smaller Rex, which has a capacity of 600.

Goldwyn

(*Continued from page* 1)

oto, indicated at the outset of the trial that the charges of a Fox "monopolistic buying combine" for pictures will involve theatres all over the country. This prompted Arthur B. Dunne, defending 20th Century-Fox Film Corporation and three subsidiaries to challengeAlioto's premise and insist the case area can be at the most only the western states served by film exchanges from Denver, Colo., westward.

Judge Murphy is expected to rule in the next few days on this important issue and also on violent disagreements between the opposing attorneys about how far back in time some evidence may be introduced.

New Dates for '80 Days'

Michael Todd has announced 14 openings of "Around the World in 80 Days" scheduled during July and August. The 14 new dates will bring the total of theatres now showing "Around the World" to 51, including the London, Paris and Caracas engagements.

Television Today

IN OUR VIEW

WITH the theme expressed thus: "Television — A Member of the Family," the television industry this year from September 8 to 14 will mark the observance of "National Television Week."

It is indeed a good catch-line and a strong institutional advertising campaign is planned, with the intention of dramatizing for the public the fashion in which television serves America, and Americans. The announcement of the plans for the campaign and the theme voiced by the heads of the two co-sponsoring organizations, Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, and Norman Cash, president of TvB, Television's Bureau of Advertising.

•

The plan and intention is to unite individual stations and networks in an all-out effort to achieve a maximum impression on the public with the basic theme and its corollary facets. The contribution of television to home, community and nation is to be brought forcefully to the attention of the nation generally, and the theme surely lends itself to that kind of approach and follow-through. Mr. Cash, sounding for all the world like an advertising man, says: ". . . they (stations, etc.) will be sent a series of carefully documented capsule facts exploring the dimensions and dynamics of television and its abilities to move the goods of our country's rocketing production."

A Television Fall Festival, with the theme, "Be a New TV Family," will be launched by the other two co-sponsors of National Television Week, RETMA and NARDA, for the manufacturers and dealers. It's big promotion, all the way down the line.

•

However, with all the fanfare and trumpets, and in a good cause, it would behoove the industry of television as a whole and all the component parts thereof, to give careful thought and consideration to the full meaning of that carefully-contrived theme slogan, "Television—a Member of the Family." It is precisely in the fact that television most certainly, by its very nature, is definitely a "member of the family" that its responsibilities are immeasurably heavier and more significantly important than other media of the same genre.

The elements of the industry would do well on the one hand to give more than mere "lip service" to the Week's slogan during the critical period, and on the other hand to make that general conception an integral part of their everyday thinking, from one year's end to the other. It will pay.

—CHARLES S. AARONSON

Kintner and Sacks On Board of NBC

Robert E. Kintner, executive vice-president, television network programs and sales, and Emanuel (Manie) Sacks, vice-president, television network programs, have been elected to the board of directors of the National Broadcasting Company, it was announced Friday by Robert W. Sarnoff, President of NBC. Sarnoff also announced that the resignation of William E. Robinson as an NBC director, had been accepted. Both Kintner and Sacks are members of the NBC executive council which formulates major company policies.

Fox Set to Testify In Baseball Hearings

From THE DAILY Bureau

WASHINGTON, July 14.—Skiatron president Matthew M. Fox will be among the witnesses when a House Judiciary Subcommittee resumes its baseball hearings this week.

Fox is scheduled to testify Thursday. Skiatron has been involved in attempts to get the Dodgers' ball games and other big league games on toll television. Dodgers' president Walter O'Malley earlier told the subcommittee he had negotiated with Skiatron up until the time the House hearings began.

New York Giants president Horace Stoneham, who also has been mentioned in connection with Skiatron, is slated to testify Wednesday. The subcommittee is studying whether baseball and other professional sports should be covered by the anti-trust laws.

Set Golf Series

All-Star Golf, a weekly hour-long series of "medal play" tournaments between the top pros of the golf world, will make its debut on ABC-TV October 12, 4 to 5 P.M., EDT. Miller Brewing Company and the Wildroot Company are sponsors.

Haight Treasurer

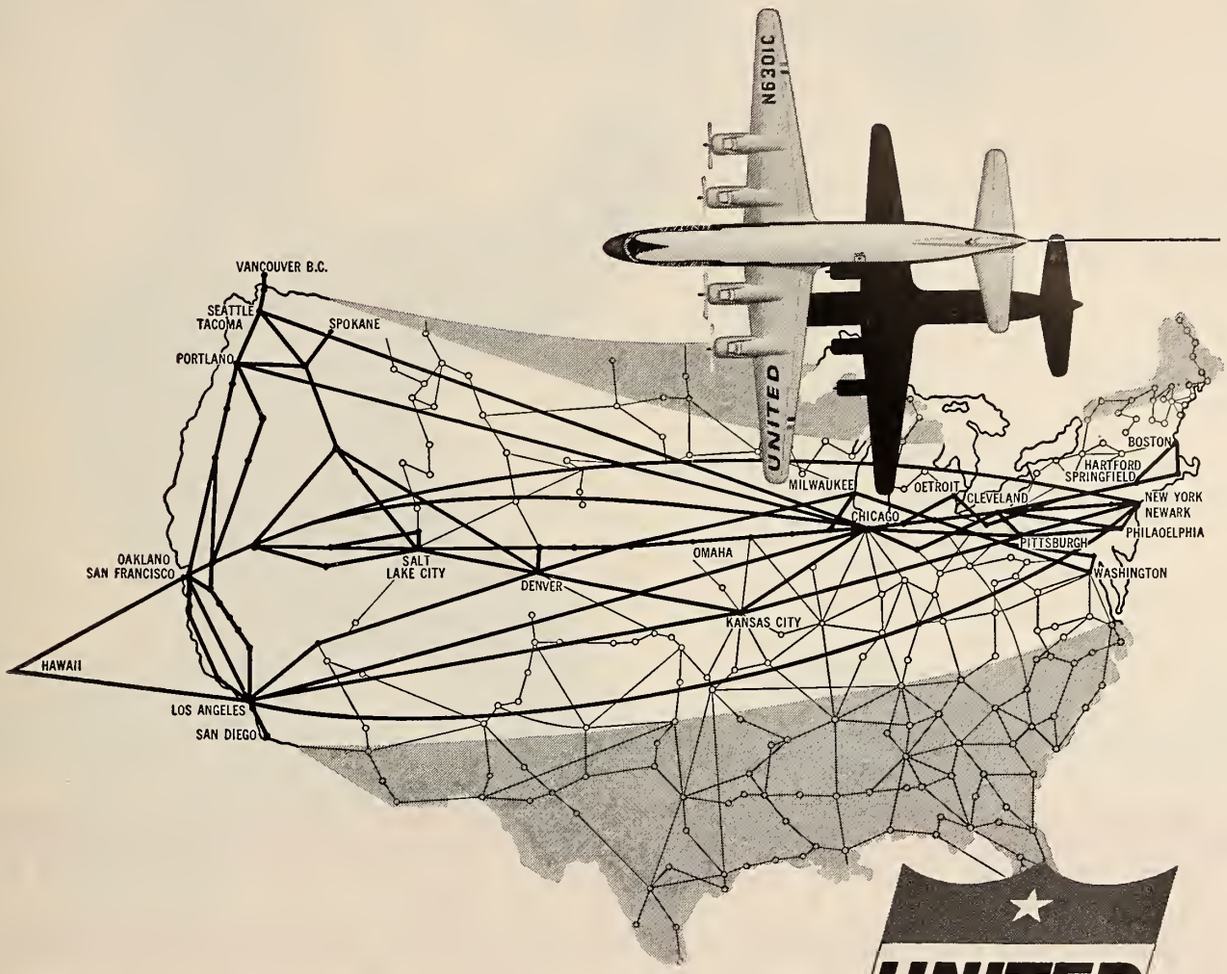
(*Continued from page* 1)

ments, with International Affiliates, Inc.

Encyclopedia Brittanica Films, Inc., in 1951 bought Films, Inc. Mr. Haight continued as president of the film activities and became a director.

He lives in Stamford, is a graduate of Phillips Academy, Yale, and NYU economics courses, during the War was on the Treasury's 16 mm War Films Committee and the War Production Board's 16 mm advisory committee. He belongs to the University and Yale clubs, and is active in the Stamford United Fund, Youth House, in New York, the Berkshire Industrial Farm, and the Stamford Psychiatric Clinic for Children.

Your Air Freight Line to Everywhere



Whether you ship to one of the 80 cities on the Main Line Airway—the only airline route linking the East, the great Midwest, all the Pacific Coast and Hawaii—or to any other point in the nation or the world, ship United!

United's Reserved Air Freight (space cleared and held for your shipment on *any* United flight), frequent schedules, single airbill and door-to-door delivery service all help to speed your shipment and simplify your shipping.

Whenever you ship, wherever you ship, call United first!

Examples of United's low Air Freight rates

	*per 100 pounds**
CHICAGO to CLEVELAND	$4.78
NEW YORK to DETROIT	$5.90
DENVER to OMAHA	$6.42
SEATTLE to LOS ANGELES	$9.80
PHILADELPHIA to PORTLAND . . .	$24.15
SAN FRANCISCO to BOSTON . . .	$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for informotion only, are subject to chonge, and do not include the 3% federal tax on domestic shipments.

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

SHIP FAST . . . SHIP SURE . . . SHIP UNITED



ANOTHER BOOMING
BOXOFFICE REPORT
FROM
PARAMOUNT!

"BEAU JAMES" IS LEADING THE BOXOFFICE PARADE!

Big Time business for the Big Town's fabulous Mayor Jimmy Walker! He's taking bows from the crowds in his first 20 boxoffice stops from Broadway to Hollywood!

Typical of the critics' bouquets:

NEW YORK Daily News: **"Sock entertainment!"**

LOS ANGELES Examiner: **"Glittering, delightful!"**

BOSTON Traveler: **"A wonderful picture!"**

TECHNICOLOR® VISTAVISION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 10 NEW YORK, U.S.A., TUESDAY, JULY 16, 1957 TEN CENTS

Kirsch to Speak

Ask Industry Group Report On Telemovies

Cites Need for Research Of 'Intricate Subject'

From THE DAILY Bureau

CHICAGO, July 15—Cable theatre television should be referred to the Society of Motion Picture and Television Engineers or to the Motion Picture Research Council for study before exhibitors are asked to spend money on the project, Jack Kirsch, president of Allied of Illinois, will tell the members at their 27th annual luncheon meeting here tomorrow at the Blackstone



Jack Kirsch

(*Continued on page 5*)

Pittsburgh's 170 Houses Back Will Rogers Drive

Special to THE DAILY

PITTSBURGH, July 15.—One hundred seventy theatres and drive-ins have signed pledges to take audience collections for the Will Rogers Memorial Hospital and these are now in progress. Included in the list are 28 Stanley Warner houses.

Different starting dates are being

(*Continued on page 5*)

Television Today

Page 4

Broadway Owners, Circuit Heads See Health in Multiple Runs

By NORMAN MORRIS

The multiple run booking pattern which has made a dent in the heretofore rigid first run booking plan is winning support of circuit operators and Broadway exhibitors alike.

Ernest Emerling, director of advertising and publicity for Loew's Theatres, has called the day and date pattern "a healthy method of distribution." Though Emerling did not feel multiple runs should become "a steady diet," he said intermittent multiple runs add life to neighborhood houses by stirring up a great deal of promotional activity. He said, "the booking scheme can really pay off and at the same time give a lot of people fewer headaches."

In the opinion of most Broadway

(*Continued on page 3*)

See Announcement Today Of Sale of Mutual Co.

An announcement may be forthcoming today or tomorrow on the sale of the Mutual Broadcasting Company, a spokesman for RKO Teleradio Pictures, parent company of Mutual, said in New York yesterday.

He confirmed a report that negotiations for the sale were being conducted on the West Coast by Thomas F. O'Neil, president and board chairman of RKO Teleradio, but declined to identify the purchaser.

Eisenhower Opposes Small-Firm Tax Relief

From THE DAILY Bureau

WASHINGTON, July 15 — President Eisenhower has expressed opposition to tax relief for small business at this time. The Chief Executive made the statement in a letter to Chairman Cooper (D., Tenn.) of the House Ways and Means Committee. Cooper early this year had

(*Continued on page 3*)

Arbitration Meeting On

The joint exhibitor-distributor committee on arbitration and conciliation opened the third in its series of meetings at Motion Picture Association offices here yesterday and will continue its deliberations today and tomorrow.

The group spent yesterday afternoon in a point-by-point discussion of the report of its committee on

(*Continued on page 2*)

REVIEW:

Man of a Thousand Faces

Universal-International—CinemaScope

"MAN OF A THOUSAND FACES" is a biography of Lon Chaney, the great star of silent pictures famed for his craft at makeup which enabled him to play so many and such diverse roles. But this film presents him only secondarily as an actor—and primarily as a man, in an emotional drama about a father's struggle to make a good life for his son.

That is a story with many elements of proven popular appeal, and they are all skillfully integrated into this picture. Add to that the pro-

(*Continued on page 4*)

Rep. Chelf's Letter

Proceed with Toll TV Tests, FCC Is Urged

Records Strong Opposition To House Chairman's View

By J. A. OTTEN

WASHINGTON, July 15 — Rep. Chelf (D., Ky.) told the Federal Communications Commission to move ahead promptly with tests of subscription television.

"More delay by your commission in rendering the decision would be about as useful as the Queen Mary docked at the corner of 12th and Pennsylvania Avenue at high noon," he declared in a letter to FCC chairman Doerfer. Chelf, the fifth-ranking Democrat on the House Judiciary Committee, said he wanted to state

(*Continued on page 4*)

Industry Changed For Better: Condon

By FLOYD STONE

Seventy-nine days in the field selling the greatness and most especially the bigness of "The Pride and the Passion" convinces promotion representative Richard Condon our industry has changed. For the better.

Exhibitors listen to him now. They came to his luncheons, they sat

(*Continued on page 5*)

Robbins, Allied Artists Sign 3-Picture Deal

Harold Robbins, noted novelist, will make his debut as a motion picture producer under a multiple picture contract signed between Allied Artists Pictures and Robbins' newly formed independent production company, Caryn Productions, Steve

(*Continued on page 4*)

JUNE ALLYSON · ROSSANO BRAZZI
Interlude
Universal International
CINEMASCOPE TECHNICOLOR

ADVERTISED IN THE JULY ISSUE OF Redbook
THE MAGAZINE FOR YOUNG ADULTS
Over 7,000,000 Primary Readers

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, will return to New York from Europe today aboard the "Queen Mary."

•

LEO F. SAMUELS, Buena Vista general sales manager; IRVING LUDWIG, domestic sales manager, and CHARLES LEVY, advertising - publicity director, have left New York for the Coast.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, is in Toronto from New York.

•

FRANK A. UNGRO, Westrex Corp. financial manager, has left New York for Hollywood.

•

KATE CAMERON, film commentator of the "New York Daily News," will return here from Europe today aboard the "Queen Mary."

•

KIM HUNTER left New York yesterday for Jamaica, B.W.I., via B.O.A.C.

•

CHARLES H. SCHNEER, producer, and MRS. SCHNEER, will leave here today for Europe.

•

JACK BERNARD, of Rapid Film Techniques, left New York yesterday for Chicago.

•

JAMES R. VELDE, United Artists general sales manager, will leave New York today for Kansas City.

20th-Fox Rushing 'Sun' For Labor Day Dates

Twentieth Century-Fox is stepping up its distribution facilities to make available between 350-400 prints of Darryl F. Zanuck's "The Sun Also Rises" for key Labor Day engagements across the United States, it was announced yesterday by president Spyros P. Skouras and general sales manager Alex Harrison.

Vice-president Charles Einfeld has already set into motion a vast preselling advertising and publicity program to back the opening, it was stated.

Loew's Board Returns

HOLLYWOOD, July 15. — The 13 members of the board of directors of Loew's, Inc., left here for the east at the weekend, following a two-day meeting which included an inspection of the M-G-M studio facilities.

Claim Decatur Dispute Involves Sunday Films

Special to THE DAILY

DECATUR, Ga., July 15. — Mrs. Thomas J. Gordon, president, says a dispute between the Decatur Better Films Committee and the Decatur Theatre is "just another attempt to restore Sunday movies" in the city.

Mrs. Gordon went on to say that theatre owner Fred G. Storey's charge that the committee was "abusing its rights" is an attempt to "cripple" the organization, thus opening the way for Sunday movies in Decatur.

Meanwhile, Storey commented that he thought curtailing Sunday movies was an "imposition and discriminatory" in view of the fact that so many theatres in the area were allowed to operate seven days a week. He added that he would attend the next meeting of the City Commission "only as an observer."

"It is likely that unless movies are allowed by the city every day there will soon be no theatre at all," Storey declared. Storey's theatre is the only one in downtown Decatur.

As previously reported, Sunday movies in Decatur were closed in March following an extended controversy during which a number of civic organizations and church representatives voiced disapproval of Sunday showings.

The current dispute began in June when the film committee charged Storey with "hampering" its work by denying admittance of committee members to the theatre. The City Commission was asked to enforce the ordinance under which the committee operates.

'Frankenstein' Big

Warner Bros.' "The Curse of Frankenstein" grossed an "exceptional" $14,151 in the first two days of its day-and-date opening at the Paramount and Fenway theatres in Boston, the company reported yesterday. The picture also opened Friday at the Center, Buffalo, and reached $13,685 for its first three days. At the Strand, Hartford, the company said it did an "outstanding" $7,662 in the first three days of its run over the weekend.

Schiller Rites Held

HOLLYWOOD, July 15. — Funeral services were held here today for James Schiller, veteran Allied Artists exploitation man, who died Friday following a long illness. He is survived by two daughters and three grandchildren.

'Doctor' to Sutton

"Doctor at Large," a Rank Organization film being released by Universal-International, will be the next attraction at the Sutton Theatre here.

TOA Postpones Date For Foreign Film Fair

Special to THE DAILY

CHARLOTTE, N. C., July 15. — Theatre Owners of America will not hold its foreign film fair this year in conjunction with its annual convention but has decided to postpone it to a later date, Ernest G. Stellings, TOA president, announced here today.

Stellings blamed the necessity to change original plans for the fair on the distance of Miami from the center of foreign film distribution; the heavy convention program; and difficulties in obtaining proper facilities close to the convention area. He expressed the hope that the fair could be sponsored later as part of an all-industry promotion and public relations campaign.

Stellings pointed out that TOA still plans an important convention foreign film seminar and has offered to cooperate with foreign film distributors in arranging private product screenings for exhibitors attending the convention.

Rank Has 23 Pictures Ready Now or Shooting

The Rank Organization presently has 23 pictures either completed or in various stages of production in Great Britain and Europe for distribution in the United States market, according to Kenneth Hargreaves, president of Rank Film Distributors of America, Inc.

Hargreaves expressed confidence yesterday the new pictures, along with the initial RFDA 14 films scheduled for summer and fall release here, will "receive a proper, warm and spontaneous reception" in this country.

The new group of films includes 11 slated for late 1957 and early 1958 release in the U. S. and nine films before the camera. Between now and September three more films will go into production.

RKO Local Releasing Set

RKO will release the new John Nasht feature, "Cartouche," through local independent releasing organizations, it has been announced by Budd Rogers, who is handling the arrangements in conjunction with RKO sales executives. The film will go into national release in August.

Toast 'Strada' in Coffee

Italian coffee and cakes were served yesterday to patrons who attended a performance of "La Strada" at the Trans-Lux 52nd Street Theatre here. The conviviality paid tribute to the start of the picture's second year at the house.

Arbitration

(*Continued from page* 1)

administrative arrangements and while it reported "continued progress" at the end of the day, no specific statement was issued for publication.

Among those attending the session are: for exhibition, S. H. Fabian, Abram F. Myers, Julius Gordon, Wilbur Snaper, Nathan Yamins, Edward W. Lider, George Kerasotes, Joseph Alterman, Harry Brandt, Herman M. Levy, Albert Pickus, John Stembler and George Roscoe, and for distribution: A. Montague, Charles M. Reagan, Adolph Schimel, Howard Levinson and Robert J. Rubin.

Hanna, Cleveland, Gets Wide Screen in Shift

Special to THE DAILY

CLEVELAND, July 15. — Milton Kranz is installing a wide screen at the Hanna Theatre, the only legitimate stage house here. He will open "Johnny Tremain" at the end of this month.

During the winter, he says, he will probably show pictures when no stage shows are available at the prevailing downtown scale—90 cents top, with $1 or $1.25 for outstanding shows.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARILYN MONROE • LAURENCE OLIVIER
IN
"THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release • TECHNICOLOR®
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

...NEXT TIME IN NEW YORK
BOURBON STREET
330 E. 56 ST. • EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS • ROAST BEEF • STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

"PICKUP ALLEY

probes mercilessly into the drug problem and highlights the relentless war against the dope racketeers of the world!"

CONGRESSMAN HALE BOGGS of LOUISIANA
Chairman of the Congressional
Special Committee on Narcotics

This statement by Congressman Boggs is part of Columbia Pictures' TV-radio-newspaper public service campaign to clean up the real-life Pickup Alleys of America. This vital program will be carried out by special committees that will be organized in key cities, by off-the-movie-page advertising, and by an all-media barrage of publicity.

It is only one of the hard-hitting promotions that will hammer home the title and subject matter of Warwick Productions' PICKUP ALLEY to moviegoers everywhere.

PICKUP ALLEY is destined to make news as it shatters precedents. It is the first film to jump heart-first into previously-forbidden subject matter. It is a film that demanded — and got — sensational and newsworthy performances . . . from Anita Ekberg, as a girl who fights her way out of the hell-haze of the dope syndicate . . . from Victor Mature, as a counter-narcotics agent . . . from Trevor Howard, as a master-criminal.

Yes, from the halls of Congress to the most remote hamlets of the land, PICKUP ALLEY is creating the kind of news that means action at your box-office!



GIVE YOUR BOX-OFFICE A PICKUP WITH THIS FREE TV-RADIO MATERIAL FEATURING CONGRESSMAN BOGGS!

1. **Radio Spots**—Narration by Cong. Boggs. Can be planted as public service spots.
2. **Radio Spots**—Can be used as commercials. Narration by Cong. Boggs.
3. **1-Minute TV Spot**—Made specially for public service use, featuring Cong. Boggs, in a dramatic statement about the problem and the picture.

... from Columbia

CINEMASCOPE

Television Today

Toll TV Tests

(*Continued from page 1*)

that he was "diametrically opposed" to the views of committee chairman Celler (D., N.Y.), who over the weekend urged the commission to let Congress decide the issue.

Chelf said he had studied toll TV over the past several years and was convinced that the FCC had "full, complete and final authority to permit these very necessary trials." He also felt, he continued, "that the people of the country ought to be given an early opportunity to decide if they want any part of subscription television. If the people like it, they will demand it. If they do not want it, you could not 'law it on them'," he declared.

Warns of 'Intimidation'

"Do not allow anybody, no matter what position he may hold in or out of government, to attempt to either pressure or intimidate any of you," Chelf wrote.

Chelf charged that Celler and others opposed to toll TV were afraid that if it were given a fair test, the people would like it and demand permanent authorization.

NTA Sets 'Detective'

With 27 markets already signed for the National Telefilm Associates-Desilu Productions "Official Detective" half-hour film series, Harold Goldman, NTA vice-president in charge of sales, has announced that the series will go into production in Hollywood within the next two weeks. The pre-production sales campaign was conducted on the basis of a pilot film.

Each of the 39 films will have a different star.

Herman Katz, 36

Services will be held today at the Parkside Memorial Home, Hackensack, N. J., for Herman Katz, 36, Associated Artists Productions executive, who died suddenly Sunday at his home in Bergenfield. Soon after his discharge from the Army Katz joined Associated Artists Productions, Ltd. Subsequently he worked for MPTV and in 1954 became an executive with the newly formed AAP, Inc. At the time of his death he was director of negative security.

Katz is survived by his wife and two children.

Peoria to ABC-TV

WTVH, Peoria, Ill., has signed as a primary ABC Television affiliate, it was announced by Henry P. Slane, station president, and Alfred R. Beckman, vice-president in charge of station relations for ABC-TV. WTVH operates on Channel 19 in an all-UHF area.

McWilliams Heads Two Projects in Mexico

Special to THE DAILY

MEXICO CITY, July 15. — Harry K. McWilliams, publicity executive formerly with Columbia Pictures and Screen Gems and most recently with Magna Theatres Corp., is in charge of two entertainment projects here, one for radio and one for television.

The TV program is the International Amateur Hour, which has achieved the highest circulation in Mexico the six months it has been in existence. This program is similar to the U. S. Amateur Hour, and it was started by Louis Goldberg, senior partner of the U. S. version, in association with Don Emilio and Emilio Ascarraga, who offered him facilities to produce the local show.

Canada Deal Also Closed

The organization also produces the radio program, "New Voices of the Americas." McWilliams has just negotiated a deal with all Canada Radio to distribute the half-hour show in that country.

NBC Sales Sponsors 'Silver Dollar' Drive

NBC Spot Sales is currently in the midst of a July Silver Dollar contest in which silver dollars are being distributed to spot TV salesmen who improve their performance over the record month of July, 1956. Edwin Jameson, director of TV sales for NBC Spot Sales, said that eventually more than $3,500 will be distributed, depending on how much last year's record is surpassed. Each week, division managers of the sales organization will distribute to their salesmen a share of the money allocation to their division. The amount will depend on the total sales to date.

Archer and Dekker Sell Four Denver Theatres

Special to THE DAILY

DENVER, July 15.—A. P. Archer and Joe Dekker have sold their four houses—the Oriental, Federal, Holiday and Coronet — to Atoz Amusement Co., headed by C. U. Yeager, inventor of Bank Night, who already operates the Ritz, Santa Fe and Gothic. Dekker will quit the theatre business after 37 years.

'Summer Evening' Sold

The American Tobacco Company has signed to sponsor NBC-TV's new "Show for a Summer Evening," a series of half-hour film dramas to be seen on alternate Tuesday evenings beginning July 16 through September 10. "Summer Playhouse," sponsored by the Armstrong Cork Company, is the alternating show.

Man of a Thousand Faces

(CONTINUED FROM PAGE 1)

vocative title, a good performance by James Cagney in the leading role, and Dorothy Malone and Jane Greer for additional marquee lure. It is then obvious that the box office potential of this picture, which Universal has designated as its Golden Jubilee attraction, is potent indeed.

In the script of R. Wright Campbell, Ivan Goff and Ben Roberts, Chaney is depicted as a man with one strong drive throughout his life. And that was protecting the welfare of his only son. To do that he forced the boy's mother to give up her singing career which drove the lady, so the script has it, into a neurotic frenzy during which she attempted suicide and then deserted them both. And when Chaney divorced her and was refused custody of his son by the courts, he married again in order to provide the child with the legal requirements of a "proper" home. His career in films, for which he forsook vaudeville, was motivated, again according to this film, by his need for funds with which to rear his son. And right up to his death he continued to take precautions that the boy should never learn his real mother's identity—although this he was finally not able to prevent.

As can be readily observed, this picture is made up largely of scenes that are common to domestic dramas—a tender homecoming and family reunion; conjugal quarrels filled with bitterness and recriminations; accusations of infidelity by an outraged wife; a tearful farewell between father and son in an orphanage; a mother trying to catch a glimpse of the son who doesn't know who she is; deathbed forgiveness, and all the rest.

The usual temptation to play such things to excess has been avoided for the most part by Joseph Pevney, the director. And he has got a striking performance from his star. One might have thought Cagney miscast in advance, but he has carefully subdued his familiar mannerisms and plays the emotional scenes to fine effect. Miss Malone and Miss Greer are competent as the first and second wives, respectively.

With such emphasis on the personal life of Chaney, his career on the screen becomes almost incidental in this film. Older moviegoers may even be disappointed that there are so few scenes recreating episodes from the big Chaney successes. The few that are shown are fascinating —notably brief moments from "Phantom of the Opera," "The Hunchback of Notre Dame," "The Miracle Man," and "The Unholy Three."

The relation between Chaney and Irving Thalberg, the young producer who did so much to further the actor's career, is given due attention in the picture. Thalberg is played by Robert J. Evans, who is said to bear a strong resemblance to the "boy genius." It is also brought out in the film that Chaney derived much of his understanding of the "freakish" people he played from his boyhood experience with his parents, both of whom were deaf mutes.

Robert Arthur produced this picture, which was photographed in black-and-white CinemaScope.

Running time, 122 minutes. General classification. Release, in October.

RICHARD GERTNER

Murray Whiteman Dies; Headed Buffalo V.C.

Special to THE DAILY

BUFFALO, July 15 — Murray Whiteman, 70, past chief barker, tent No. 7, Variety Club of Buffalo, who had been active in the music store business for more than 40 years, died today in his summer home at Bay Beach, Ont. He had suffered from a heart ailment for two years.

Whiteman first came to Buffalo in 1915 to be manager of The Song Shop, operated then by Watterson, Berlin and Snyder. Later he purchased the three stores operated by W. B. S. In 1936 he merged them into one retail outlet at the present site, 605 Main St.

Survivors include his wife, the former Mildred Johnson of Buffalo, and three sons.

Robbins, Allied Artists

(*Continued from page 1*)

Broidy, AA president announced yesterday.

Three pictures will be made by Robbins, with Richard Day as coproducer. Robbins was associated with Universal Pictures for many years before resigning from his position of director of budget planning and research last year.



Rogers Drive

(*Continued from page* 1)

used under the plan set up by Jack Judd, distributor chairman, and Bert Stearn, exhibitor chairman. The Maple Drive-In, Circleville, began June 27 and finished July 13. The Blue Bell East McKeesport, and Harmar, Harmarville, both drive-ins, started ten-day audience collections.

Every distributor has agreed to take and supervise collections in drive-ins and to get Christmas Salute contributions. Collections in the drive-ins are supervised by the following branch managers: Ralph Pielow, M-G-M; Gene Jacobs, Paramount; Francis Guehl, Universal-International; Nat Rosen, 20th Century-Fox; Jack Kalmenson, Warner Bros.; Perry Nathan, National Screen Service; Dave Silverman, Allied Artists; Frank Silverman, city salesman, Columbia.

Moriarty Regional Head

The northern area hereabouts is under the chairmanship of Edward Moriarty, M-G-M salesman. Main Line chairman is Saul Perilman, Columbia; West Virginia area, Hyman Wheeler, United Artists, and the city area, Frank and Dave Silverman.

General manager Joseph Buguls of the Manos Circuit has uniformed student nurses making collections in his houses. Allied has sent out 400 letters urging independents to help in reaching a goal of $50,000.

Oregon Exhibitors Hold Rogers Hospital Benefit

Special to THE DAILY

PORTLAND, Ore., July 15.—A three-day golf tournament and film festival for the benefit of the Will Rogers Memorial Hospital was successfully carried out by the Oregon Chapter of Theatre Operators of America.

On the general committee were Jack Lovett, Mark Macdougal, Tom Walsh, Dick Colbert and Archie Holt.

Eisenhower Opposes

(*Continued from page* 1)

asked the President's views on tax relief for small business.

The President said today that the Government's financial position is so tight that "no action should be taken by the Congress at this time which will involve any substantial tax reduction for anyone."

'Loving You' in South

MEMPHIS, July 15 — Paramount's "Loving You," with Elvis Presley, grossed more at the Strand Theatre here in six days than any other Paramount production ever took in during the same period, Howard Nicholson, branch manager, said today.

In 104 other mid-South cities the film is grossing in one or two days the theatres' average weekly gross, Nicholson added. In Tupelo, Miss., Presley's birthplace, the film did an average week's business in two days. Presley lives in Memphis, now.

Kirsch for an Industry Study of Telemovies

(*Continued from page* 1)

Hotel. Either of the organizations could supply the necessary study, research and development, he will say.

"This, to our mind, is the only logical approach that should be taken by our industry concerning new ideas such as cable theatres and it is hoped and urged that the industry will pursue such a course," Kirsch will say.

Novel ideas have been introduced by the motion picture industry only to fail because of lack of proper industry research and planning, according to Kirsch. Among these he points out third dimension "which failed miserably because it was hastily brought into our industry without adequate development."

"Electronics, of which cable theatre is a part, is a very intricate subject and its study and development requires the best scientific brains that can be mustered in the field," according to Kirsch. "It is unfortunate that the motion picture industry doesn't harness its resources and scientific brains to work as a united industry on projects of this kind to the end that if they are of proven value, then, and only then, should they be introduced."

The cable theatre deserves to be given a chance, in Kirsch's opinion, and he does not think that anyone has a right to put the "kiss of death" on it.

Will Discuss FCC Statement

Recent toll television developments including the Federal Communications Commission's statement on the prospect of tests will be discussed by Kirsch. He also will inform the Illinois unit members that the Committee Against Pay-As-You-See Television may soon call for further contributions from exhibitors for the purpose of expanding the campaign to community and civic organizations.

Kirsch will describe the Universal-International multiple-opening plan for 21 theatres, both conventional and drive-in, as a "bold step forward by introducing a brand new concept in film distribution" in the Chicago area. Six double feature combinations, one every other week, are being introduced.

Kirsch will also inform the meeting that the 1958 convention of Allied States Association will be held here along with the Theatre Equipment and Supply Manufacturers Ass'n convention and exhibit. He will also report that efforts are being made to get the National Concessionnaires Association to join in the combined gathering.

Says 'Sweeps' Voting Should Be in Theatres

Special to THE DAILY

CHICAGO, July 15. — Voting in the Academy Award Sweepstakes should be done in theatres and not through coupons in newspapers, in the opinion of Jack Kirsch, president of Illinois Allied and member of the national Allied board.

In Illinois about half of the Allied membership participated in the last sweepstakes with the cooperation of the "Chicago Times-Sun." More than $10,000 in prizes were put up and approximately 150,000 votes were cast.

Reactions among exhibitors were mixed as to the contest's value to the theatres. From the publicity standpoint the results were good, but the effects on the boxoffice were "minimal," according to Kirsch. He favors continuing the promotion.

Industry Better

(*Continued from page* 1)

through one 12-minute reel and two four-minute reels, and they talked of nothing else but the picture. How impressed they are by its bigness and by the $2,000,000 worth of promotion, and how they are going to give their best in cooperative advertising.

Five years or so ago, when he pitched on the road for "Samson," Condon recalls showmen came slowly, listened grudgingly, and said wryly they'd probably be paying for the luncheon.

Met 864 Exhibitors

Condon in 32 cities met 864 exhibitors. At each trade luncheon he showed the reels which, he said, television stations are accepting eagerly. There are nine four-minute and five 12-minute shorts.

He also talked to 102 film editors, 96 women's editors, 64 Sunday editors, 47 travel editors, 54 columnists, and visited 99 television stations.

He achieved 134,556 agate lines of newspaper publicity, he said.

Thirty-four television stations have so far given 19 hours and six minutes to the reels. The 58 station "Home Show" and 57 independent stations carried a 30-minute featurette "The Making of a Great Movie." Condon also appeared for 123 radio programs, and showed his films to executives of 87 stores.

Opening in 75 Cities

It is exhibitor reaction, he claimed, which heartened him, and he regrets it took a product shortage to bring it. The cooperation should have been evident five years ago, he feels, and possibly current problems could have been avoided. The picture opened first in New York, Chicago, and Los Angeles, and this week opens in 75 other cities. Terms currently are 90-10, Broadway terms, he observed, making exhibitor cooperation more remarkable.

Broadway Owners

(*Continued from page* 1)

exhibitors the day and date scheme will not cut deeply into Broadway revenues. The Roxy management, for example, believes so-called "Blockbusters" will not by-pass Broadway. They maintain that weaker "A" pictures can most profitably be opened in the circuits.

In an interview here recently producer Hal Wallis lent his support to saturation bookings. It gave him an opportunity to give immediate mass distribution to his latest Elvis Presley film, "Loving You." He feels under the old conventional booking pattern the picture might have not reached neighborhood houses until the fall, a time when the youngsters would be returning to school.





THRU UA

TERRIFIC ACTION!

Two Great Stars in Two Great Adventure-Filled Roles!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

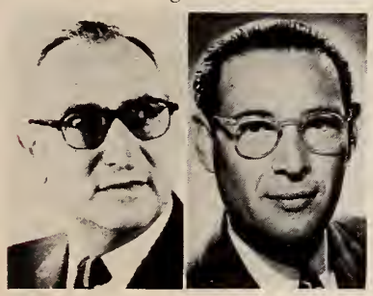
VOL. 82, NO. 11 NEW YORK, U.S.A., WEDNESDAY, JULY 17, 1957 TEN CENTS

In Home Offices

New Duties for Six Executives At Columbia

Expanded Responsibilities For Company Officials

Changes in duties and areas of responsibility of key executives in the home office management of Columbia



A. Montague A. Schneider

Pictures were announced yesterday by Harry Cohn, president.

A. Schneider, first vice-president, will assume the duties formerly performed by the late executive vice-president Jack Cohn.

A. Montague will fill the newly created post of vice-president in charge

(*Continued on page* 4)

Seal to German Film Following 'Minor' Cuts

The Production Code Administration has granted a seal to the German-made film "08/15," which Times Film Corporation is releasing in this country, following "minor" cuts in the original, William Shelton, vice-president of Times Film, said in an announcement issued here yesterday. Shelton said the PCA had previously asked for further deletions but that

(*Continued on page* 4)

Television Today

Page 5

Predict Record Collections In Rogers Hospital Drive

Opposition to audience collections for the Will Rogers Memorial Hospital and Research Laboratories is melting away so fast that a record number of participating theatres and a record total is being predicted.

As of July 12 pledges had been made by circuits for 695 theatres, an increase of 101 over the total for approximately the same period last year. Contrasting with this was the total of 157 sent in during the early days of 1952 when theatre owners were still balking at collections, except in lobbies, due to the multiplicity of drives during World War II. Some of the pledges already received for this year's drive are for the first time.

Experience has shown that audience collections are far more profitable than the lobby collections. Thirty circuits have already agreed to take the collections. Topping them all to date is the Stanley Warner Circuit, which has sent in pledges for 248 theatres.

The present optimism of Charles J. Feldman, national distributor chairman, and M. A. Silver, national ex-

(*Continued on page* 5)

Expect Statement Today From Arbitration Group

The joint exhibitor-distributor committee on arbitration and conciliation which got under way Monday and continued throughout most of yesterday will be resumed today at 10:30 A.M. No official statements concerning progress have been issued as yet, but it is expected that such will be forthcoming following today's final session.

Chicago Houses Repair Rain-Caused Damage

Special to THE DAILY

CHICAGO, July 16—Indoor theatres pumped water from basements all day Monday and drive-in operators put crews to work repairing fences as a result of the heaviest week-end rainstorm in 72 years. Fortunately, there was no screen or booth damage. Concessions were able to resume business.

The downpour affected attendance, the fall-off being figured at 15 per cent. Neighborhood houses are repairing ventilating and air condition-

(*Continued on page* 4)

Say UWCT's 10-Year Net Over $23,000,000

Special to THE DAILY

SAN FRANCISCO, July 16 — The first forensic fire works exploded today in Samuel Goldwyn's anti-trust suit against National Theatres, Fox West Coast Theatres and other exhibitor affiliates. It was in the words

(*Continued on page* 4)

Residuals Seen as a Major Problem Of Any Pay-TV System Using Film

By WILLIAM R. WEAVER

HOLLYWOOD, July 16—Pay-television systems of any kind that use motion pictures are going to have to deal with special residual demands by talent guilds and unions, yet to be fashioned but already under discussion, MOTION PICTURE DAILY learned today on eve of the Los Angeles city council meeting tomorrow at which the proposed franchise for closed-circuit pay-television systems in the Los Angeles metropolitan area will be brought up for second consideration.

The franchise, first presented to the council a week ago, permits telecasting of all kinds of program material, including motion pictures.

The screen writers branch of Writers Guild of America, West, this paper has learned, discussed residuals from pay-television, and other aspects of ultimate contract considerations, at its regular board meeting Monday night. Members agreed that

(*Continued on page* 5)

Highest in History

UA to Gross $70,000,000 In '57: Krim

To Launch Company Stock On N. Y. Exchange Today

United Artists expects to record an annual gross of more than $70,000,000 for 1957, the highest net earnings in its history. Arthur B. Krim, president, will say this morning in ceremonies launching the trading of UA common stock on the New York Exchange.



Arthur Krim

Both Krim and Robert S. Benjamin, UA chairman of the board, will participate in the formalities of admission to trading on the exchange.

Gross income for UA's first quarter

(*Continued on page* 4)

Robinson-Basilio Bout Set for Theatre TV

The 15-round bout for the middleweight championship of the world between title-holder Ray Robinson and welterweight champion Carmen Basilio will be telecast via large-screen, closed circuit television by Theatre Network Television, Inc., it was announced yesterday by TNT president Nathan L. Halpern.

The TNT telecast of the Robinson-

(*Continued on page* 4)

Raymond Wemple of U. A. Theatres Dies

Raymond V. Wemple, 54, an officer of United Artists Theatres, Skouras and Randforce Theatres for many years, died at his Manhattan residence yesterday morning of a heart ailment following an illness of extended duration.

Funeral services for Wemple, who

(*Continued on page* 4)

PERSONAL MENTION

BEN KALMENSON, Warner Brothers executive vice-president, will return from New York today from the Coast.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, and JEROME M. EVANS, Eastern promotion manager, have left New York, the former for Cleveland, the latter for Cincinnati.

•

ARTHUR DEBRA, of Motion Picture Association of America, is recuperating from illness at St. Francis Hospital, Poughkeepsie.

•

ROY HAINES, Warner Brothers general sales manager, has returned to New York from the Midwest and West Coast.

•

GEORGE PAL, producer for M-G-M, will return to New York today from London, and will leave here tonight for Hollywood.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here last night for Detroit and Cleveland.

•

BERNARD L. SCHUBERT, television producer, will return to New York today from London via B.O.A.C.

Rank Representatives Set in Cinn., K. C.

Rank Film Distributors of America has appointed sales representatives in Cincinnati and Kansas City, it was announced here yesterday by Irving Soehin, general sales manager for RFDA.

Sheldon Tromberg, former sales executive for Screen Guild Productions of Philadelphia, has been appointed manager in the Cincinnati area with Earl Dyson, formerly of RKO Radio Pictures, to head the Kansas City area.

Tromberg will operate under regional manager Otto Ebert in Detroit, while Dyson will operate under regional manager Al Kolitz in Denver.

Show 'Down Payment'

Jerry Wald and Martin Ritt, producer and director of "No Down Payment," showed a rough print to trade, news, and fan magazine writers and representatives of Simon and Schuster yesterday morning at the 20th-Fox Little Theatre and at noon invited their comments and in return explained the phases questioned.

Stern's Ads Recommend 'An Affair to Remember'

Twentieth Century-Fox's "An Affair to Remember" is being recommended as "a great movie . . . a memorable experience" by Stern's Department Stores of New York in elaborate full page and double-truck advertisements inserted by the retail organization in the metropolitan daily newspapers last night, today and tomorrow.

The Jerry Wald production will open here on Friday at the Roxy Theatre.

Committees Are Named For Atlanta WOMPI

Special to THE DAILY

ATLANTA, July 16.—At the regular board meeting of local Women of the Motion Picture Industry, which was held at the Atlanta Varicty Club, the following committees were appointed by the new president, Mrs. Betty Rook.

Mrs. Juanita Elwell, service; Mrs. Doris Humphreys, social; Miss Mildred Castleberry, bulletin; Mrs. Martha Chandler, extension; Mrs. Nell Allen, by-laws; Miss Marie Pingston, finance; Mrs. Lois Cone, publicity; Miss Edythe Bryant, historian; Mrs. Charlene Jones, gifts; Mrs. Stella Poulnot, parliamentarian; Mrs. Allene Robins, chaplain; Mrs. Jackie Coward, entertainment national convention.

'Loving' Opens Today

Paramount's Elvis Presley picture, "Loving You," opens today in a first-run simultaneous engagement in 81 neighborhood theatres throughout the metropolitan New York area.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

WANTED — SECRETARY
Experienced in Theatrical Promotion work required for minimum two months. Room and board will be provided in Pocono Mountain Resort Hotel. Write stating salary expected, experience.
HAROLD AUTEN, Bushkill, Pa.

Para. Opens 'Ten' in Phila. Neighborhoods

Special to THE DAILY

PHILADELPHIA, July 16.—Inaugurating a new phase of Paramount's booking policy for "The Ten Commandments" the company will open the picture tomorrow for special extended run engagements in five local neighborhood theatres and four in nearby out-of-town areas. The Cecil B. DeMille film ended its downtown engagement at the Randolph Theatre here late in June.

The local houses which will play the picture on a two-a-day basis include the Uptown, Broadway, Merben, City Line Center, and Logan. The out-of-town theatres include the Norris, Norristown; Auditorium, Coatesville; State, Chester, and County, Doylestown. The nine theatres include both circuit and independent operations.

Admission prices will be the same at all the theatres—matinees, 94c; evenings and weekends, $1.49; and children, 60c at all showings.

A group of local exhibitors last month had sought to prevent Paramount from putting into effect its plan to extend the special engagement policy of "The Ten Commandments." But their petition for an injunction was denied.

New Film for 52nd St.

"Four Bags Full," a French film, will be the new attraction at the Trans-Lux 52nd Street, when "La Strada" ends its year-long run at the theatre early next month.

MPA's Choice for Venice Is 'Something of Value'

M-G-M's "Something of Value" has been chosen by Motion Picture Association of America as its nomination of a feature film for entry in the Venice Film Festival, Aug. 25 to Sept. 8. Notice of the nomination has been forwarded to festival officials in Italy.

Three-State Premiere In South for 'Angels'

Warner Bros.' "Band of Angels" will be accorded a three-state premiere in 100 theatres in Louisiana, Mississippi and Texas, beginning tomorrow at the Hart Theatre in Baton Rouge, where much of the picture was shot on location. That day will be proclaimed "Band of Angels" Day in honor of the film.

The picture will open Aug. 1 at the Sanger Theatre, New Orleans, with the other engagements in the premiere area to follow immediately.

Dozier Coming Here

HOLLYWOOD, July 16.—William Dozier, RKO vice-president in charge of production, will leave here for New York tomorrow night for meetings with Thomas F. O'Neil, chairman of the board, and Daniel T. O'Shea, president, in connection with the company's future production plans. Dozier is expected to return here early next week.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



FORECAST ON "GUN GLORY"—

To top the top business of "Fastest Gun Alive" and to take its place with the screen's biggest Westerns!

M-G-M Presents

STEWART GRANGER • RHONDA FLEMING

In **"GUN GLORY"**

Co-Starring CHILL WILLS

With STEVE ROWLAND • JAMES GREGORY • JACQUES AUBUCHON

Screen Play by WILLIAM LUDWIG

Based on the Novel "Man Of The West" by Philip Yordan • In CinemaScope and METROCOLOR

Directed by ROY ROWLAND • Produced by NICHOLAS NAYFACK

At Columbia

(*Continued from page 1*)

of distribution but will devote increasing time to overall policy and management matters.

Rube Jackter, who for the past 23 years has acted as assistant general sales manager, will become general sales manager.

Leo Jaffe will add the title and duties of treasurer of the corporation to his present duties as vice-president.

Louis J. Barbano, a vice-president, will add the duties as chairman of the finance committee of Columbia International to those of his present position as financial adviser to Columbia Pictures.

Paul N. Lazarus, Jr., vice-president in charge of domestic advertising, publicity and exploitation, will assume supervision over the worldwide publicity activities of the corporation.

'Band' Brings $45,000

Warner Bros.' "Band of Angels" is expected to gross $45,000 for the first week, ending tonight, of its premiere engagement here at the Paramount Theatre, the company reported yesterday.

L.A. House Holds 'Love'

LOS ANGELES, July 16 — "Love in the Afternoon," which was booked into the Egyptian Theatre for four weeks, has been extended for three additional weeks.

Expand Duties for Columbia Officials



Rube Jackter | Leo Jaffe | Louis Barbano | Paul Lazarus

Raw Film Ceilings in India Are Protested

From THE DAILY Bureau

WASHINGTON, July 16. — Indian motion picture producers have protested to the government a recent decree putting quota ceilings on raw film imports.

This was reported by Commerce Department film chief Nathan D. Golden. He said the Indian government assured producers that "steps will be taken to ensure that no malpractices are allowed to arise from the change in policy." Previously raw film could be imported without quantitative or monetary ceiling.

The United States, United Kingdom, Belgium, France and Canada are suppliers of raw film to India. There is no domestic production.

German Film

(*Continued from page 1*)

a compromise was reached in a series of meetings between the industry board and officials of the distributing company.

The picture deals with the Nazi military system and was adapted from a novel, "The Revolt of Gunner Asch," written by Hans Helmut Kirst, a former Nazi officer.

Goldwyn Trial

(*Continued from page 1*)

of Goldwyn's counsel, Joseph L. Alioto, the first public disclosure ever made of profits of United West Coast Theatre Corp. in which FWC and United Artists Theatres pooled operation of 60 theatres in major California areas.

An exhibit as showing more than $23,682,881 net operating profit between 1939 and 1948, was admitted into evidence by United States Judge Edward P. Murphy over the strenuous objection of Arthur B. Dunne, chief counsel for the defense. The judge's ruling was based on Alioto's statement that the document, prepared by FWC during the negotiations with UA after dissolution of joint interests in UWC was ordered in the Paramount case, disclosed "the magnitude of the buying combine and conspiracy" that Goldwyn claims he was up against in selling pictures in California.

On the witness stand for the fourth straight day was John B. Bertero, FWC president. He testified under questioning by Alioto that "nothing has ever been done that was incompatible with the basic agreement between FWC and UA."

Chicago Houses

(*Continued from page 1*)

ing systems overworked during the extreme humidity. Most operators reached for comment give credit to the Commonwealth Edison Co. Power went off for only a minute or two at a time.

R. T. Thoeren, 54

Robert T. Thoeren, European representative for Figaro, Inc., died in Munich Monday night. Thoeren was formerly a screen writer. He was 54.

UA '57 Gross

(*Continued from page 1*)

this year was $14,389,000, an increase of 14.6 per cent over the same period of 1956, according to Krim. He also predicts that the company's gross for the six-month period ended June 30 will be $5,500,000 ahead of the first half of last year.

Public Offering April 24

The listing on the N. Y. board follows by 12 weeks the first public offering of securities in UA history, which was made on April 24. At the company's first public stockholders meeting on June 4, Benjamin reported net earnings, after provision for taxes and year-end adjustments, of 57 cents per share on approximately 1,000,000 shares outstanding. This was an increase of more than 19 per cent over the first quarter of 1956.

Krim said that resources made available through the new program of public financing would be applied to broadened production of top quality pictures.

Raymond Wemple Dies

(*Continued from page 1*)

was single, were to be set following the arrival here from Schenectady of members of the family, consisting of a brother and two sisters. He joined Metropolitan Playhouses in 1929 and became an officer following the reorganization of the circuit in 1932. At the time of his death he was vice-president and treasurer of United Artists Theatres, as well as Metropolitan Playhouses, and was a vice-president of the Randforce and Skouras Theatres, and a director of Magna Theatres Corp.

Robinson-Basilio

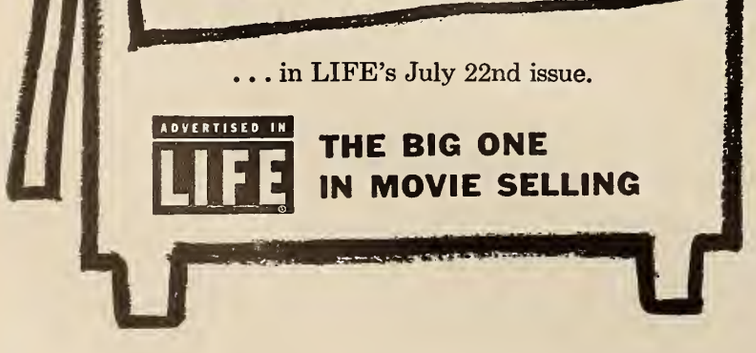
(*Continued from page 1*)

Basilio bout from Yonkee Stadium Monday night, Sept. 23, is the first sports event carried by TNT since the Archie Moore - Rocky Marciano championship fight in 1955 and is TNT's 15th major fight telecast.

Columbia Supplying Music For Drive-In Speakers

Columbia Pictures is extending its promotional efforts to the servicing of music from its films, spot announcements and open-end interviews with stars to the recording and distributing organizations that provide material of this type for public address systems in drive-ins.

Tapes, recordings and transcriptions are being sent to a list of organizations that supply the drive-ins with canned music, coming attractions announcements and concession plugs which are used before the first show and between shows. The decision to go into this activity was the result of a survey of suppliers.



Television Today

See Pay-TV Costing S. F. to $70,000,000

Special to THE DAILY

SAN FRANCISCO, July 16.—The cost of installing the Skiatron pay-as-you-see television system in San Francisco alone would run between $60,000,000 and $70,000,000, according to the city's mayor, George Christopher.

Mayor Christopher told a news conference here his figures came from Mark Sullivan, president of the Pacific Telephone and Telegraph Company.

Katz to Arrive Here

Norman Katz, director of foreign operations for AAP, returns to the United States from London tomorrow for a series of home office conferences.

Film Residuals

(*Continued from page 1*)

pay-television is a new and open field that must be covered contractually in due course.

The Screen Actors Guild and Screen Directors Guild likewise regard pay-television as a new factor in the entertainment world that is not covered by any existing basic contracts, guild officers told MOTION PICTURE DAILY, although neither guild has made definite policy decisions so far.

Paets Await Establishment

Both stated the new field will have to be covered as fully as other media now under contract, although no negotiations can be started until pay-television becomes an existing institution in some parts of the country.

The AFL Film Council, as reported in MOTION PICTURE DAILY adopted a resolution several months ago declaring pay-television to be an open field from which substantial gains in employment and revenue are to be derived.

In all guild and union quarters questioned, the opinion is unanimous that pay-television stacks up as a "new box office front," unrelated either to theatre or free television, which will have to be required to conform contractually to industry practice.

'Night' to Bow Today With Civic Promotions

Special to THE DAILY

DENVER, July 16 — Universal-International's "Night Passage," the first Hollywood-made film in Technicolor's new Technirama process, will have its world premiere at the Paramount Theatre here tomorrow following two days of civic and promotional activity.

Governor to Be Host

Governor Stephen L. McNichols of Colorado will serve as host and will be joined by the governors of Utah and Wyoming and the picture's stars, James Stewart and Audie Murphy. The premiere is part of the observance of "Scenic Colorado Week" and the 75th anniversary of the laying of the narrow gauge Denver and Rio Grande Railroad track to Durango, Colorado, where "Night Passage" was filmed.

Rogers Drive

(*Continued from page 1*)

hibitor chairman, is based on the reports they have met practically no opposition by men in the field. They have received verbal assurances of pledges far exceeding the totals for last year when the collections in this form rose to $276,097.40 from $171,201.50 the previous year.

The Christmas Salute gifts last year were less than half the audience collections and were lower than the previous year. The field workers are hoping that the staging of both the salute and the theatre collections at the same time will stimulate interest in the salute this year.

Trailer Now in Circulation

The trailer with Deborah Kerr is already in circulation. Cartoons for the theatre collections are to be acquired locally by the theatres, but National Screen Service will supply labels. Several pieces of literature have been and are still being sent out. One is titled "Message to the Distributor-Exhibitor Organization."

Another supplies campaign information for use in the exchange areas. A small folder, for which there have been many requests from theatre operators, is titled: "Do You Know Your Hospital Treats You and Your Family Free?" An elaborate folder for the Christmas Salute contains cards which can be given to those making contributions among exchange workers and others. These are "membership" cards.

One Man's TViews

By Pinky Herman

THE Texas Co. will sponsor a series of full-hour special programs, "Texaco Command Appearance," the first one to be NBColorcast, Thursday, Sept. 19 from 10:00-11:00 P.M. Produced in cooperation with the American Theatre Wing by Coronet Productions, the series will spotlight the world's all-time greats of the theatre. Agency is Cunningham & Walsh. . . . Prexy Maurice H. Zouary of Filmvideo Releasing Corp. has set up a special department to assist agency and TV producers in the effective selection of suitable stock shots from his film library which consists of about 6,000,000 feet. . . . Coastward-bound: Hubbell Robinson, Jr. CBS-TVeep in charge of programming, to set up Fall skeds. . . . Mike Foster, ABC-TVeep in charge of promotion and advertising. . . . Lee Meyers, manager of Jack Lescoulie, to close deal which calls for Jack to star in a forthcoming flicker. . . . Peggy Lee has been signed to appear in three "Frank Sinatra Shows." Frank's new ABChesterfield TV series will bow in Friday, October 18, with a special full hour (9:00-10:00 P.M.) after which it'll be seen once a week in the 9:00-9:30 P.M. slot. Produced by William Self for Hobart Productions, the musical-variety show will have Bob Hope as guest on the opener. . . . Last Monday's "CBStudio One" episode, "Love Me To Pieces," starring Jill Corey, was scripted by Romeo Muller, managing director of Theatre-Go-Round at Virginia Beach, his initial TV effort. . . .

☆ ☆ ☆

Sylvan Taplinger, TV-Radio Head for Peck Advertising Agency, flies to Paris this week to supervise preparations for filming several Bob Hope shows in Morocco to be sponsored in the Fall by Timex Watches. . . . Stanley Moldow, named by Fred Mahlstedt to the post of film co-ordinator of CBS-TV Film Sales, Inc. started with CBS as a page boy back in 1946. . . . Perry Cross will produce with Barry Shear, megging, when Jack Paar takes over the "Tonight" TV NBChores Monday, July 29. This is the same clever pair who turned in the zany "Ernie Kovacs" shows last season. . . . Walter Bishop the triple threat music man, (writes 'em, sings 'em, plays 'em) has a potential Hit Parader in his latest ditty, "Gonna Climb To the Top Of The Mountain," which he's just recorded for Web. . . . Chalk up another adult-western success for ABC (others are "Wyatt Earp," "Cheyenne," "Broken Arrow.") That net's Film Syndication Division's forthcoming new series, "26 Men," based on the fabulous exploits of Arizona Rangers at the turn of the century, which stars Tris Coffin, introduces Kelo Henderson and produced by Russ Hayden, has already amassed pre-release sales of over a half million dollars.

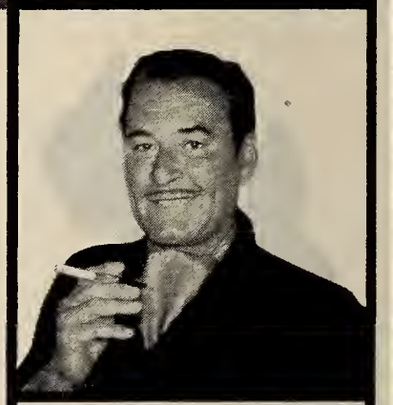




FOR LABOR DAY

...the next BLOCKBUSTER from 20th!







Tyrone Power Ava Gardner

Mel Ferrer · Errol Flynn · Eddie Albert

in Darryl F. Zanuck's presentation of

Ernest Hemingway's

The Sun Also Rises

Directed by Henry King

Produced by Darryl F. Zanuck

Screenplay by Peter Viertel

featuring Gregory Ratoff · Juliette Greco · Marcel Dalio · Robert Evans

Color by De Luxe CINEMASCOPE



IN A YEAR OF ACHIEVEMENT... NOTHING GREATER!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 12 NEW YORK, U.S.A., THURSDAY, JULY 18, 1957 TEN CENTS

Pres. Stoneham

Says Giants, Skiatron Have 'Agreement'

For Games on Closed TV If Club Moves to Coast

By J. A. OTTEN

WASHINGTON, July 17. — The New York Giants have reached an agreement with Skiatron Television, Inc., to put their games on closed circuit television if the ball team moves to San Francisco, according to the Giants' president.

Testifying before a House Judiciary Subcommittee looking into the anti-trust status of organized sports, Giants' president Horace Stoneham said the team has a "firm offer" from Skiatron subject to the approval of the team's board of directors and the ex-

(*Continued on page* 4)

L. A. Defers Decision On Pay-TV Franchise

From THE DAILY Bureau

LOS ANGELES, July 17. — The City Council today deferred action, for the second time in two weeks, on the franchise which would authorize holders to install and operate closed-

(*Continued on page* 5)

Goldwyn Charges FWC Had Salinas Pool Pact

Special to THE DAILY

SAN FRANCISCO, July 17 — Implications that Fox West Coast Theatres enjoyed 50 per cent of the profits of an independent theatre at Salinas, Cal., without having contributed a cent to the building or operation of the house was written into

(*Continued on page* 5)

Television Today

Page 4

New Multiple-Run Bookings Seen Result of Movement to Suburbs

By JAMES M. JERAULD

Could the large-city multiple first-run bookings which are now underway in New York, Chicago, New England and elsewhere be evidence of a new chink in the armor of the downtown first runs brought about by automobiles and outward movement of city populations?

There are a limited number of de luxe movie palaces as well as a limited number of pictures. When long-run specials get into the downtown houses the available space constricts still further, thereby holding up bookings for product below the AA block-busting classification.

In the summer when the population is on the move and the chances for picking up big revenue from drive-ins are brighter than any time of the year both distributors and ex-

(*Continued on page* 6)

Fox Has New Western District; Kniffin Head

Effective with the retirement this week of Western division sales manager Herman Wobber, 20th Century-Fox has redesignated its six Western branch offices as the Western district with Reville Kniffin as district manager. The announcement of the new sales district and the appointment of Kniffin was made yesterday by 20th - Fox general sales manager Alex Harrison.



Reville Kniffin

At the same time Harrison confirmed a previous report that Wobber has agreed to remain with 20th-Fox as a consultant and special representative to company president Spyros P. Skouras.

Kniffin, who will make his head-

(*Continued on page* 6)

Kirsch Renamed Head Of Illinois Allied

Special to THE DAILY

CHICAGO, July 17. — Jack Kirsch was reelected president for a term of three years at the 27th annual meeting and election of Allied Theatres of Illinois yesterday.

Officers and directers elected for a one-year term were Van Nomikos, vice-president; Benjamin Banowitz, secretary-treasurer; B. Charuhas, Jack Clark, James Gregory, Carl Goodman,

(*Continued on page* 5)



IN CEREMONIES marking admission of United Artists stock to trading on the New York Stock Exchange yesterday G. Keith Funston (second from left), Exchange president, points to the initial quotation—22⅜—of UA securities on the Big Board. Also on hand were (left to right) stock specialist Robert Bregman; Arthur B. Krim, UA president; and Robert S. Benjamin, UA board chairman. The UA issue closed yesterday at 22⅞ and trading involved 6,900 shares.

Resume Sept. 16

Arbitration Conferees Hit New Problems

But Express Confidence Solutions Will Be Found

The three-day session of the joint exhibitor-distributor conference on industry arbitration and conciliation was concluded at the Motion Picture Association office here yesterday.

The conference is being suspended for the summer because of the difficulty in getting members together, but is scheduled to reconvene here on Sept. 16.

Only a perfunctory statement was issued by the conference on its adjournment yesterday. Otherwise it was learned that limited progress had been made at the sessions which started here on Monday.

Unidentified problems were encountered which both sides regard as vital. These commanded most of the

(*Continued on page* 5)

Ad, Publicity Group Meets on Business

Oscar Doob and Charles E. McCarthy, co-chairmen of a committee to develop the second phase of the business-building program, met here last night at the Sheraton Astor with their sub-committee, which is composed of New York advertising and publicity industry heads.

Others in attendance were: Harry

(*Continued on page* 5)

Wald Completes Talks On 'Payment' Release

Jerry Wald, producer of 20th Century-Fox's "No Down Payment," and Martin Ritt, director, have completed a series of conferences here with Fox executives concerning the release of the film, a story of four young couples whose lives intertwine in a post-war housing development.

Wald and Ritt arrived in New York late last week with a print of the CinemaScope production. They will return to the Coast today.

PERSONAL MENTION

PAUL N. LAZARUS, JR., Columbia Pictures vice - president, left New York yesterday for Hollywood.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will leave the Coast tomorrow for Dallas and key cities of Florida and Georgia.

•

EDWARD KINGSLEY, president of Kingsley International, will leave New York today for Stratford, Ont.

•

RICHARD CARLTON, sales vice-president of Trans-Lux Television Corp., will return to New York on Monday following a vacation.

•

SYBIL THORNDIKE will arrive in New York today from London via B.O.A.C.

•

BEN HARRIS, head of the independent American Films exchange in Philadelphia, is in Hahnemann Hospital there for a checkup.

•

RUTH REBOW, executive secretary to LEO F. SAMUELS, Buena Vista general sales manager, has left New York for a Caribbean vacation.

'Alice' Bows Today

LOS ANGELES, July 17.—A large group of civic and industry representatives, hosted by Irving Sochin, general sales manager for Rank Film Distributors of America, will attend the American premiere tomorrow of the Rank Organization's "A Town Like Alice" at the Beverly Canon Theatre here for benefit of CARE, the international relief organization.

German Film to Bow

The German-made film, "08/15," which Times Film Corporation is releasing here, will have its American premiere at the New Tower Theatre in San Diego, Calif., July 24. The film is described as an indictment of the Nazi military system.

'Rain' Grosses $6,000

Twentieth Century-Fox's "A Hatful of Rain" grossed $6,000 on its premiere at the Victoria Theatre here yesterday, which is the best gross the theatre has had on an opening day in the past two years.

TRADEWISE

By ONLOOKER

CLOSING of the deal by which Universal's film library will be leased to Columbia's Screen Gems for television use finally is drawing near. As is generally known, it has been on the fire for several months but, involving as it does, the savvy of two companies that not only are fully aware of all the angles likely to affect such a deal at the outset, in mid-course or later, but who also are competitors of long standing, neither side was anxious to hasten a closing. Not only a second look at major clauses was in order, but a real scrutiny of the small print was a must, also. . . . The terms are said to call for payment of $20,000,000, plus a participation, to Universal for seven-year rights. Details of payments are believed to be very similar to those in 20th Century-Fox's deal with N.T.A. . . . Incidentally, there are reports about that some Universal directors wondered why the company didn't set up its own television subsidiary, even, say, in the manner of Columbia's Screen Gems, instead of making the deal with the competitor's subsidiary The answer purportedly was that both procedures had been carefully weighed, with the result that Universal believes it is choosing the smoothest way in leasing rights to its backlog to an outsider.

THE CURRENT state of business is the subject of more than usual discussion at this time. While it has some bright spots, most are agreed that the expected, if not traditional, summer upturn in theatre attendance is slower than usual in reaching the upper levels. Even some of the top attractions are not up to their maker's expectations, nor those of some of the exhibitors. . . . Some circuit officials profess to see nothing significant in the mid-July state of the boxoffice. It's the same story that has obtained for a number of years, they contend—the public is selective; if you happen to have what it wants, you do great business; otherwise, you're in trouble. . . . Others, however, argue that producers-distributors are at fault in failing to space their strong product evenly over an entire year; that in holding up releases for the expected summer upturn their best pictures contend for a specific total of business with everyone else's best. The result is that all strong product in simultaneous competition does less business than it would if pitted against average or weak product. Nor did the latter benefit to any significant degree by virtue of having had the spring market pretty much to itself, many exhibitors argue.

THEY SAY an important weekly magazine rejected an article on David Niven by a recognized writer because Niven's personal life didn't turn out to be either as sensational or controversial as the magazine's editors had expected it would be. If true, this astounding incident reveals the terrific public relations problem that Hollywood must contend with. If the community and its people are depicted in a commendable light, some editors doing the selecting for mass reader audiences aren't interested! . . . If you ask RKO Theatres officials for an explanation of the heavy trading in List Industries (parent company) stock that boosted it two points in the past two weeks, they answer: "Good management." But Wall Street sources, while not denying that, have a further explanation: another diversification acquisition by List in the making, but not in the theatre field . . . Nice to see Federal D.A. Paul Williams make it explicitly clear that Boris Morros was in the service of the U.S. in the espionage cases in which his name figures . . . Increased responsibilities given Columbia's top echelon by Harry Cohn this week were accompanied by new contracts at increased salaries for all six, Abe Schneider, A. Montague, Rube Jackter, Leo Jaffe, Louis Barbano and Paul Lazarus, Jr. The action puts the official seal, too, on the stability of the company management, which has been doing an outstanding job. They have the congrats and best wishes of all.

French Film Industry In Trouble: Golden

From THE DAILY Bureau

WASHINGTON, July 17. — The French film industry is going through difficulties, according to French press reports relayed by Commerce Department film chief Nathan D. Golden.

One reason, Golden said, is a drop in attendance at French theatres. He estimated that the average Frenchman goes to the motion picture theatre only nine times a year, and as a result, about 70 per cent of the seats are vacant at the average showing in larger theatres. Another cause for difficulty, Golden declares, is the high cost of production in France.

George Hoover Heads New Circuit in Florida

Special to THE DAILY

MIAMI, Fla., July 17.—George C. Hoover has been elected president of a new circuit, formed here to be known as United Theatres, Inc. It includes 14 drive-ins and indoor theatres from West Palm Beach to Key West.

Other officers include E. M. Loew, Ygnacio Carbonell and Clyde Hall, vice-presidents; Myron Kirkhart, treasurer; George Cheren, secretary, and Ed Campbell and Herbert Wood, director. Hank Hearn will head buying and booking for the circuit.

Wemple Rites Friday

Funeral services will be held here tomorrow at 10 A.M. at the Frank E. Campbell Funeral Church for Raymond V. Wemple, who died on Tuesday. Wemple was an officer of United Artists Theatres, Skouras and Randforce Theatres for many years.

400 Dates for 'Night'

Universal - International's "Night Passage" has been booked to play more than 400 key and sub-key city first-run theatre engagements during the four-week period starting yesterday.

WANTED — SECRETARY

Experienced in Theatrical Promotion work required for minimum two months. Room and board will be provided in Pocono Mountain Resort Hotel. Write stating salary expected, experience.

HAROLD AUTEN, Bushkill, Pa.

...NEXT TIME IN NEW YORK
BOURBON STREET
330 E. 56 ST. · EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS · ROAST BEEF · STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

BIG INDIANA - NORTHERN KENTUCKY SATURATION WORLD PREMIERE AUG. 13TH



JAMES DEAN PLAYS HIMSELF IN "THE JAMES DEAN STORY"

Rebel or Giant?

THE REAL STORY OF THE MOST TALKED-ABOUT STAR OF OUR TIME!

A DIFFERENT KIND OF MOTION PICTURE – A THRILL TO REMEMBER! presented by WARNER BROS.

Hear **TOMMY SANDS** *sing* **"LET ME BE LOVED"**

Written by STEWART STERN who wrote the screen play for 'Rebel Without A Cause'

Produced and Directed by GEORGE W. GEORGE and ROBERT ALTMAN

TRADE SHOWS JULY 22

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2.00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2.00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2.15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 10:00 A.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M

Television Today

Mutual Deal With Roberts 'Almost Set'

The only thing holding up the offieial announeement of the sale of the Mutual Broadeasting Company, subsidiary of RKO Teleradio Pietures, Inc., to a West Coast group headed by Paul Roberts, is the "reading of the fine print" in the eontraets, a Mutual spokesman said here yesterday.

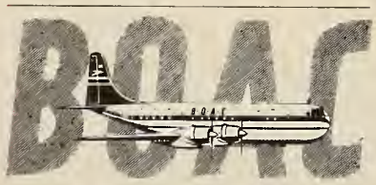
The sale price was said to be "between $500,000 and $1,000,000." Involved in eurrent talks are Mutual's prineipal assets, goodwill and advertising eontracts, as well as its affiliation contraets with 480 radio stations. The network owns no radio stations, although its parent eompany owns six radio and four TV stations.

Roberts is identified as president of United F. M., Ine., which aets as representative for frequency modulation radio stations across the eountry. He also is general manager of KRKD-FM, Los Angeles, operated by Continental Telecasters Corporation.

Meanwhile, the General Tire & Rubber Company, parent eompany of RKO Teleradio, annouueed yesterday that RKO Teleradio, and its eonsolidated subsidiaries, had a net profit for the six months ended May 31, 1957, of $1,634,980.

UA Sales $2,600,000

Sales of United Artist's seeond television package thus far total $2,600,000. The latest UA paekage eontains 52 pictures and has already been sold in 40 markets. Among the films in this new group are "Afriean Queen," "Moulin Rouge," and "The Little Kidnapers."



The Monarch

Only De luxe Service Every Night, Overnight New York to London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.

'Thin' Series To Colgate Co.

M-G-M-TV's first half-hour television filmed series, "The Thin Man," starring Peter Lawford and Phyllis Kirk, has been purehased by the Colgate-Palmolive Company for presentation this fall on Friday nights at 9:30 P.M., EST, over NBC. This was announeed yesterday by Joseph R. Vogel, president of Loew's, Ine., and Stuart Sherman, viee-president and director of marketing of Colgate.

Officials Now on Coast

The sale of "The Thin Man" was negotiated between Charles C. ("Bud") Barry, viee-president of M-G-M-TV; James Douglass, senior vice-president of Ted Bates, Colgate's agency, and George Laboda, radio-TV direetor of Colgate. Barry, Douglass and Laboda arrived in California yesterday to make last-minute preparations for shooting the series, whieh is seheduled to roll July 29 at Metro's Culver City lot.

Three NBC Schedules Renewed by A.H.P.C.

The American Home Produets Corp. has renewed its advertising schedules on three NBC-TV daytime programs for 52 weeks, it was announeed by William R. (Billy) Goodheart, Jr., viee-president, television network sales, for the National Broadcasting Company.

The renewals represent more than $1,500,000 in gross billings. They will extend Ameriean Home Produets' sponsorship of the "Tie Tae Dough," "It Could Be You," and "Queen for a Day."

'Maverick' Will Battle Sullivan and Allen

"Maveriek," the new Warner Bros TV Western series, will be the ABC-TV network's entry next season in the Sunday night sweepstakes, battling both the Ed Sullivan and Steve Allen shows for television's top ratings.

The series, in whieh James Garner stars, will be seen from 7:30 to 8:30 P.M. Sundays, beginning Sept. 22.

"'Maveriek" is one of four major TV film productions to be seen on the ABC-TV network next season. The others are "Cheyenne," starring Clint Walker; "Sugarfoot," starring Will Hutehins, and "Colt 45."

Seymour Amster, 57

CLEVELAND, July 17. — Funeral serviees were held here for Seymour Amster, 57, former theatre operator of Elyria, O., who died in Los Angeles, where he had made his home for the past 11 years.

Says Giants, Skiatron Agree

(*Continued from page* 1)

tension of the National League's agreement on television.

Stoneham said he preferred not to diseuss the terms of the agreement beeause Skiatron was negotiating with other National League members now.

Stoneham said he had discussed with Skiatron a viewer eharge of 25 or 50 eents a game, "but that we eame to no conelusion beeause we deeided it would be up to the publie." The Giants would retain about one-third of the proeeeds, he explained, but sinee it would give a quarter of that third to the visiting team, the Giants' net would be about a fourth of the total take. He estimated that "500,000 sets would be tuned in per game," and that with a 25 cent viewer eharge the team's share would be about $125,000 per game.

$600,000 a Season Now

When questioned, Stoneham admitted that this would be "quite some larger than what we receive now" from sponsored radio and television. He put the eurrent figure at about $600,000 a season.

Stoneham's testimony elosely paralleled earlier testimony by Brooklyn Dodgers' president Walter O'Malley, who told the committee the Dodgers were working out a pilot eontraet with Skiatron whieh would serve as a model for any of the major league clubs interested in toll TV for their games. He said that negotiations had been broken off when the judieiary subeommittee announced its hearings, but would resume as soon as the hearings ended.

Skiatron president Matthew Fox will be questioned by the eommittee tomorrow.

Owns 1,000 Skiatron Shares

Stoneham said he had purchased 1,000 shares of stoek in Skiatron Eleetronies, an affiliate of Skiatron Television, at five and a half dollars a share.

He insisted that the agreement with Skiatron was not predieated on a move to San Francisco. The agreement was "predieated on New York," he said, "with the possibility of moving to San Franciseo." He added, however, that beeause of "engineering and technical problems and the contraet with sponsored television," the games could not appear on toll-TV in New York "in the immediate future." He said "it might be ten or 15 years before the bugs would be ironed out and we would have elosed eireuit television in New York."

Queried on Press Story

Stoneham was not eertain, either, as to when the games would be put on elosed eireuit TV in San Franeiseo. Subeommittee eounsel Herbert Maletz asked whether Skiatron had indieated it would be able to wire San Franeiseo "completely" in time for the next season. "Not eompletely," Stoneham answered, "but they indieated they eould start." Maletz then asked about a newspaper story saying that it would take three to four years to wire San Franeiseo and would eost between 30 and 60 million dollars.

"Our thinking," Stoneham replied, "is that they intend to start modestly and progress from there. They won't attempt immediately to wire the entire eity."

Stoneham said he had "heard" about negotiations with the Ameriean Telephone and Telegraph Company about the use of its faeilities for transmitting the games, but that he didn't know whether they would be used. "I understand we would use some of the faeilities of A.T. and T.," he said, adding that they might use their poles but not their wires.

'Life' Devotes 3 Pages To Four Summer Films

Three pages are devoted to summer motion pieture releases in the July 22 issue of Life Magazine.

"Hollywood's summer films taekle some sweaty topics with varying suceess," reads a eross-page headline under reproduetions of captions from a trade paper.

"Only a few years baek the standard summer-time movie fare was the frivolous, lighthearted musieal eomedy, in which nothing much more upsetting happened than Esther Williams having an underwater love spat. Instead of girls and gags, the subjects presently being treated in a succession of dead-serious pietures are dope addiction, interraeial tensions. Not only is this sweaty diet being served during the vaeation season, but big audiences are eating it up."

The pictures treated in this artiele are: "Island in the Sun," "A Hatful of Rain," "Sweet Smell of Sueeess" and "Something of Value."

Tom Yawkey Is Elected Chairman of the CCRF

Special to THE DAILY

BOSTON, July 17.—Tom Yawkey, president of the Boston Red Sox, was eleeted ehairman of the Children's Caneer Research Foundation at the annual eleetion of offieers held here. The CCRF sponsors the Jimmy Building and the Jimmy Fund. Lou Perini, owner of the Milwaukee Braves, was named head of the finances and resourees board of the fund.

CCRF was started originally by the Variety Club of New England and the motion pieture industry.

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

Pay-TV in L.A.

(*Continued from page* 1)

circuit pay-television systems in the Los Angeles metropolitan area. First submitted for approval on July 10, the franchise was put over after a two-hour discussion, for further consideration today. Today, after a 90-minute question-and-answer discussion, the matter was put over for renewed consideration Friday.

Questioning by council members ranged widely, seeking information on such matters, not covered in franchise phraseology, as responsibility for costs of street repair, other physical results of operation and maintenance, and the legal status of pay-television with respect to other existing communication systems.

Chubb Queried

Questions were put, principally, to chairman F. T. Chubb, head of the Department of Utilities and Transportation, which had drafted the franchise along lines suggested by Skiatron, Inc. Skiatron vice-president Jerome L. Doff was called on briefly for additional information.

Also attending the meeting, although not taking active part, were representatives of Telemeter, Inc., and Tele-Movie Development Company, recently formed organization which has announced its intention to set up a pay-television system in Oceanside, Calif. H. F. Long, who said he represents another syndicate being formed to invest in pay-television, also attended.

Publicity Group

(*Continued from page* 1)

Mandel, RKO Theatres; Harry Goldberg, Stanley-Warner Theatres; Ernest Emerling, Loew's Theatres; Paul Lazarus, Jr., Columbia Pictures; Rodney Bush, 20th Century-Fox; Si Seadler, M-G-M; Philip Gerard, Universal-International, and Abe Montague, a member of the COMPO governing committee.

Kirsch Renamed

(*Continued from page* 1)

Don Knapp, Ronald Kuhlman, Verne R. Langdon, Charles R. Lindau, Howard Lubliner, Sam C. Myers, Arthur F. Sass, Arthur Schoenstadt, Nate Slott, Mayer Stern, Bruce Trinz. Harry Neop was appointed sergeant-at-arms.

'Moon' Sets Record

"The Rising of the Moon," John Ford's film for Warner release, set a new record at the 55th Street Playhouse here when it ended the first week of its engagement Tuesday with a gross of $14,000.

UTOO Plan Conclave

March 5 and 6 are the dates select-for the 1958 convention of the United Theatre Owners of Oklahoma, it was announced by the UTOO board of directors. Committees for all functions will be selected within the near future.

New Four-Page, Tabloid-Size Promotion Sheet Circulated by Fox Intermountain Theatres

Special to THE DAILY

DENVER, July 17—More than 250,000 copies of "Movie Parade," a four-page tabloid-size promotion sheet for films were circulated during the early part of July by Fox Intermountain and other circuits. The idea was encouraged by Frank H. Ricketson, Jr., general manager of National Theatres. The publication is edited by Paul Lyday, managing director of the Denver theatres. Most of the material is pictorial with enough text to make it interesting.

Lyday says the purpose of the sheet is the pre-selling of forthcoming pictures "to people who are still inclined to buy them, and it sells product from all companies so that all companies and all theatres may benefit from it." The first issue appeared last April from about 48 theatres in the Denver area. In 22 theatres managers said patrons were interested and were carrying them when they left for home. Four reported it was not successful.

MPEA Will Assemble India Fiscal Data

Member companies of the Motion Picture Export Association agreed at their regular meeting earlier this week to assemble fiscal data with respect to India in order to secure a "better picture" of the market. The group also discussed the proposed new constitution for the local film board in New Zealand and heard a status report on the Philippines, which indicated settlement there appears near.

MPEA further discussed legal expenses in Spain and authorized their payment. On the subject of Italy, the members took up certain administrative problems connected with the division of remittances. Discussions were also held on Vietnam and Yugoslavia. In the case of both countries, administrative problems relating to USIA guarantees were taken up.

A status report on Mexican labor negotiations indicated that the negotiators were getting closer together, and MPEA is hopeful that settlement will be reached within two weeks. The group, in addition, took up the topic of the recent court action in Sao Paulo, Brazil, in which price ceilings on admissions were withdrawn, thus permitting theatres to raise prices to 25 cruzieros. The MPEA board also expressed the hope that other areas in Brazil will follow the lead of Sao Paulo.

Credit Managers Group Hold Annual Election

From THE DAILY Bureau

HOLLYWOOD, July 17. — The Motion Picture and Television Credit Managers Association, at its annual election, named Mike Simon, Consolidated Film Industries, president; Ken Jones, General Film Laboratories, vice-president; Alan Macauley, S.O.S. Cinema Supply Corp., secretary, and Seth B. Larsen, Larsen Co., treasurer.

H-H-L Signs Gable

HOLLYWOOD, July 17 — Clark Gable has been signed to co-star with Burt Lancaster in Hecht-Hill-Lancaster's "Run Silent, Run Deep," from Commander Edward L. Beach's novel.

Arbitration

(*Continued from page* 1)

conference time to the complete exclusion of discussion of such subjects as administration of the arbitration system once it is established, financing of the system and other basic considerations.

Optimism that the obstacles which were encountered can and will be resolved was expressed by several members of the conference yesterday. They said their optimism is based on the apparent desire of both sides to reach agreement on some solution, and emphasized that ordinarily whenever the will to overcome a problem exists, means of doing so can be found.

While the specific problem or problems causing the delay were not identified, it was denied that they involved either print shortages affecting availabilities or saturation bookings, both of which subjects are of serious concern to an increasing number of exhibitors nationally.

Goldwyn Suit

(*Continued from page* 1)

the records today in Samuel Goldwyn's anti-trust suit against FWC, National Theatres and others.

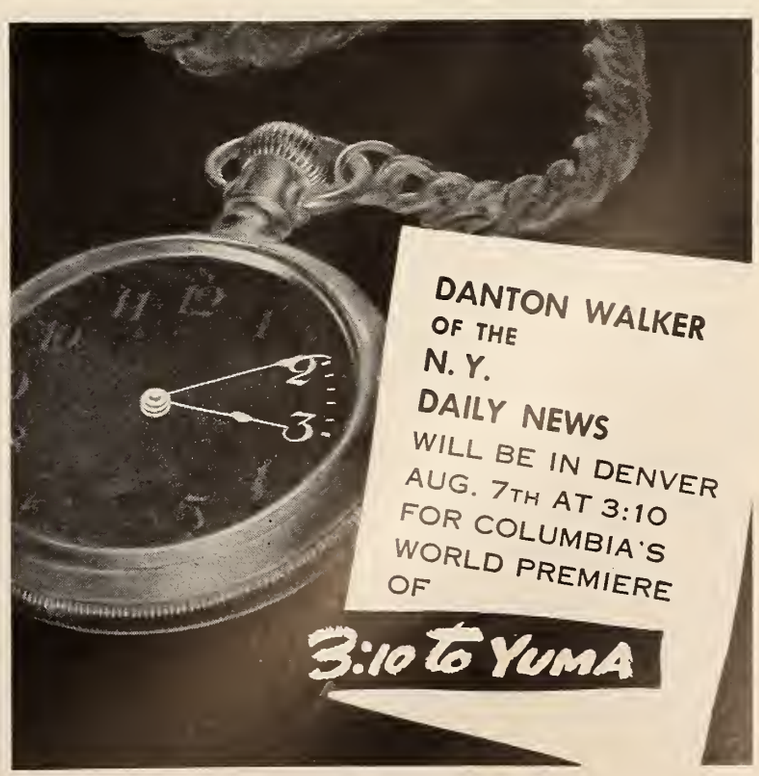
Under questioning of John B. Bertero, FWC president, Joseph L. Alioto, counsel for Goldwyn, put into the testimony terms of the pooling agreement between FWC and Lawrence Borg and John A. Peters, exhibitors who built and operated the El Rey at Salinas. Alioto cited the agreement in support of Goldwyn's contention that Fox agreements with presumably competitive exhibitors actually eliminated competition among them.

In response to Alioto's question as to why FWC reaped 50 per cent of the El Rey profits without having put money or property into the venture, Bertero said he did not know FWC had not contributed anything, but agreed to check the Fox files over the weekend and tell the court on Monday what, if anything, his organization had contributed to the El Rey.

On Stand Five Days

At the conclusion of today's session Bertero, who has been the only witness throughout the first five days of the trial, was excused until Monday in order to return to the home office in Los Angeles to check the files in search of the data Alioto seeks to put into the records.

Before Bertero left the stand, Alioto also introduced an agreement between Borg and Peters and Fox West Coast that neither party would build or acquire any new theatre within a five-mile radius of downtown Salinas without offering the other an opportunity to participate on a 50-50 basis.



LETTERS
TO THE EDITOR

SIR:

Your editorial "An Institutional Theatre Campaign" hits the nail on the head. You and the MOTION PICTURE DAILY have performed a great service for our industry in clearly pointing out and reiteratng the importance of institutionalizing the theatre. As you say, "there appears to be no basic disagreement." Advertising copy, etc., can be changed with experience. Only by working at it can we achieve the right formula.

In our opinion, the business building campaign must be implemented immediately and started where it is needed the most and where it will do the greatest good. This, of course, is the point of retail sale, the theatre. Time is awasting and this job should have been on the road a long time age. TOA is dedicated to see that this project gets off the ground.

On behalf of TOA, we thank you sincerely for using your good communication media to clearly spell out the importance of this matter to the industry.

Kindest personal regards.

ERNEST G. STELLINGS
President, TOA

Plan SMPTE Exhibit For Audio-Visual Meet

The operations of the Society of Motion Picture and Television Engineers, as well as the nature and results of its service to the film and TV industries, will be highlighted at the SMPTE exhibit which will be a feature of the 12th annual convention of the National Audio-Visual Association at the Morrison Hotel, Chicago, July 20-23.

In charge of the exhibit will be Howard H. Brauer, secretary-treasurer of the society's Chicago section and chief electronics engineer of Bell & Howell, Chicago. Kenneth M. Mason of Eastman Kodak Co., Chicago, is section chairman.

George Cleveland Dead

HOLLYWOOD, July 17 — Services were held today at Forest Lawn for actor George Cleveland, 71, who died Monday of a heart attack at his home here.

13 Dates for 'Pride'

Stanley Kramer's "The Pride and the Passion" has been set for 13 regional premieres in the next two weeks by United Artists.

UA Names Riester

Ed Riester has been named United Artists master print booker. He was head of the Republic Pictures print department from 1949 until this month.

REVIEW:

A Town Like Alice

Rank Film Dist. of Amer.

YOU WOULD NEVER know it from the title, but "A Town Like Alice" is one of the films dealing with World War II which have been enjoying a big commercial success in England recently. As a matter of fact, this one was reported as among the top three hits of 1956 in British theatres. (The other two were "Reach for the Sky" and "Private's Progress.")

As a war film "A Town Like Alice" has unique subject matter: It tells of the hardships endured by a group of British women in Malaya during the Japanese occupation. There are no star names for the marquee, but all the parts are extremely well cast. And the picture was photographed on location in Malaya.

Thanks primarily to the authentic locales and some vivid acting, this film achieves an atmosphere of grim reality that is well sustained except for a synthetic happy ending. The treatment of the English female prisoners was as cruel as it was unusual; instead of being placed in a detention camp the women (some of whom had small children with them) were shunted about from one part of Malaya to the other and forced to walk hundreds of miles in the process. Each time they were told that the next stop would be their final destination—a permanent prison—but it never came. Finally they were given refuge by natives in a small village where they worked in the rice fields to earn their keep.

The major part of this picture is devoted to the enforced journeys of the women from one town to the next. Many die along the way, including all the children except one. As is common in stories about such ordeals, human nature is revealed in various phases: selfishness, sacrifice, courage, etc. And mishap is piled upon mishap until some in the audience are likely to find it too harrowing to be endured.

THERE IS some passing relief, however, in incidental humor and in a romance which is introduced when the women encounter at one point in their travels two Australian soldiers who are also prisoners. Virginia McKenna plays the girl who falls in love with one of them, enacted by Peter Finch. The latter comes from a town called Alice Springs, about which he tells Miss McKenna at some length. And this is where the poetic title comes in.

Their romance appears doomed when Finch is ordered crucified by a sadistic Japanese colonel for stealing chickens to get food for the women. But, in a miraculous ending which has a "tacked-on" effect, it is revealed that he lived after all and Miss McKenna rushes to Australia to join him after the war.

This picture, as noted, has many merits, not the least of which is the credible presentation as a sympathetic character of a Japanese sergeant sent to guard the women on their treks who gives them a good deal of assistance to ease their sufferings. There has also been no attempt to introduce sensational scenes showing Japanese soldiers attempting to molest the women. One girl who succumbs to a Japanese officer's blandishments does so of her own free will.

The picture was produced by Joseph Janni and directed by Jack Lee. The script was by W. P. Lipscomb and Richard Mason from a novel by Nevil Shute, which was published in this country under the title of "The Legacy."

Running time, 107 minutes. General classification. Release, in July.

RICHARD GERTNER

New Fox District

(*Continued from page* 1)

quarters in Los Angeles, has been in the motion picture industry since 1929 when he joined United Artists. Following an association with Universal Pictures, he joined 20th in 1948 as a salesman in the San Francisco exchange. He subsequently became assistant Los Angeles branch manager in 1952 and then assistant to Wobber in 1954.

The new Western District, according to Harrison, will be included in the Central-Canadian division headed by C. Glenn Norris.

Silverthorne and Lewis Lease Cleveland House

Special to THE DAILY

CLEVELAND, July 17.—Jack Silverthorne, manager of the Hippodrome, and Jack Lewis, manager of Keith's 105th Street, have leased the Mayfield, a 725-seat sub-run and will open it as an art house in the fall after remodeling and redecorating. This will be the third art house here.

Since the death of Mike Mestandres last year the Mayfield has been operated on a part time basis by his son.

Multiple Runs

(*Continued from page* 1)

hibitors want to get their financial returns while the getting is good. That's one thing they agree on.

It will be recalled that during World War II downtown houses went to extra performances and "move-overs" to small houses on a grand scale. Neighborhood houses had to wait and like it.

Chicago Confab Held

Universal-International found the Chicago Loop playhouses all booked up during late May. It was at that time that the sales executives and the publicity, advertising and exploitation representatives went into conference in the Windy City and came up with the announcement that 12 pictures would be released as dual bills on alternating weeks, starting June 21. This takes care of 12 weeks of playing time running through September. Exhibitors, headed by Jack Kirsch and others of considerable prominence, like the new arrangement so well they want more films. Universal men aren't talking, but they like it, too. They will decide later about additional films.

Paramount is going to use the plan on Elvis Presley's "Loving You."

The two distributors share the cost of the advertising with the exhibitors. The angle of the situation about which little has been said to date is that it puts everybody on their toes. Instead of the time-honored custom of simultaneous second-runs on a large scale which use up prints and spread the patronage thin, the new order breaks up the second-run pattern, but gives them pictures that have received concentrated neighborhood promotion a short time before.

Reticence Regarding Future

Nobody at Universal will talk if asked whether more pictures and more cities are to be treated to this type of exploitation. Paramount leans toward silence also.

If there is more of the same, it will prove the home offices have found the grosses satisfying. Some of the figures mentioned in confidence are surprising, to put it mildly.

It looks as though some of the old first-run hauteur were evaporating.

Says AB-PT Pictures To Make 10 in 1st Year

From THE DAILY Bureau

HOLLYWOOD, July 17 — Irving H. Levin, president of AB-PT Pictures Corp., today announced that the company will complete 10 productions within its first year. The company started operation last December. Its first two pictures, "Beginning of the End" and "Unearthly," are in release, and the third, "Young Mother," is in the editing phase.

The Levin announcement was made on his return from conferences with Leonard H. Goldenson and Sidney M. Markley in the East.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 13 NEW YORK, U.S.A., FRIDAY, JULY 19, 1957 TEN CENTS

Make Progress

Group Weighs Institutional Theatre Drive

Ideas Contributed for Expanded B. B. Program

That the need for an institutional theatre campaign as part of the industry's business building program is recognized by all segments was one of the encouraging developments to emerge from Wednesday night's initial meeting of the sub-committee named to plan an expansion of the over-all program, it was learned yesterday.

COMPO and Theatre Owners of America have approved the inclusion of an institutional campaign in the business building program but the

(*Continued on page* 2)

Plan Expansion of Studios in Florida

Special to THE DAILY

HOLLYWOOD, July 18 — Plans for a program of expansion at the Shamrock Studios, in Orlando, Fla., were disclosed with the return here of production designer Joe Wright from a series of conferences with Tom Casey, Shamrock's president.

Casey and his associates, according

(*Continued on page* 3)

See No House Action On Admissions Tax

From THE DAILY Bureau

WASHINGTON, July 18. — The House Ways and Means Committee approved a bill today to cut the 20 per cent cabaret tax to 10 per cent.

Members said there had been no attempt in committee to tack on amendments for admissions tax or

(*Continued on page* 3)

Television Today Page 6

Short Subjects Boom; 380 on Theatre Market in Mid-July

By JAMES M. JERAULD

Contrary to the general impression that shorts have become scarce, there were 380 one and two-reelers available in mid-July, plus four serials with 15 chapters each. Thirty-five subjects in CinemaScope and five in VistaVision are in release for those exhibitors who like to have wide-screen fillers to go with their features in either medium.

Sixty of the 380 releases are reissues. Of these, Columbia has 35, with two from MGM, five from Universal International and 18 from Warner Bros.

Shorts have suffered drastic cuts since introduction of wide screens, lengthening of features and increased costs of production. Cartoons, especially, are expensive to produce, but there are 131 of them in circulation. Distributors complain bitterly that exhibitors resist increases in prices on shorts with the result that in many instances it has been impossible to

(*Continued on page* 3)

'Stockings' Grosses $27,000 For Opening at Music Hall

M-G-M's "Silk Stockings," which opened yesterday at the Radio City Music Hall, grossed $27,000 for the day, which is the third largest opening day figure for any M-G-M picture to play the house, the company reported.

Presley Picture Proves Draw in Mass Bookings

Business was reported to be "outstanding" yesterday for Paramount's Elvis Presley picture, "Loving You," which opened Wednesday in multiple first-run bookings in neighborhood theatres in both the New York and Boston metropolitan areas.

In New York it played the Loew's Theatres and other circuits, totaling 81 houses in all. Paramount reported late yesterday that opening day grosses were available for only 41 of the theatres, and these totaled $45,200. A spokesman for Loew's said that business was especially good in the afternoon when the juvenile

(*Continued on page* 3)

Johnston Denies MPAA Has Met with Petrillo

The charge on Wednesday by the rebel Hollywood musicians Local 47 that James C. Petrillo, American Federation of Musicians president, had broken faith with it by entering into contract negotiations with film companies in New York before Local 47's advisory committee could be chosen to attend the meeting brought a denial from Eric Johnston, Motion

(*Continued on page* 2)

New Orleans Groups Protest Showing But 'Island in Sun' Sets Ten-Year House Record

Special to THE DAILY

NEW ORLEANS, July 18—Darryl F. Zanuck's "Island in the Sun" set a 10-year record for an opening day at the Tudor Theatre here yesterday despite objections from a citizens' council chapter and an American Legion committee to the picture's theme of interracial romance. The theatre took in $1,928 for the day, the house management reported. The 20th Century-Fox release also opened at an all-Negro theatre, the Claiborne, where it did $1,096 for the day.

Louis P. Davis, Jr., president of the Gentilly Citizens' Council, threatened to file criminal charges against the theatre for showing the film, which he called "immoral and indecent" and "grossly scandalous."

The Americanism Committee of the First District (greater New Orleans) American Legion asked that the film be suppressed because it "contributed to the Communist party aim of creating friction between the races."

Tells House Group

Pay-TV by '58 Possible Thru Skiatron: Fox

In West or East, He Says; Holds Baseball Incidental

By J. A. OTTEN

WASHINGTON, July 18 — Skiatron Television, Inc., told a House judiciary sub-committee today it could put on paid television programs next spring in Los Angeles, San Francisco or New York City, excluding Manhattan.



Matthew Fox

"We could go to Miami, or New Orleans or Chicago," Skiatron president Matthew Fox declared. "We could go anywhere,

(*Continued on page* 6)

New Lens Gives 3-D On Single Projector

Three-D pictures might have started earlier and lasted longer if a Belgian lens now on sale in Europe and soon to be introduced over here had been in use during the height of the 3-D excitement. Only one projector is necessary, but the viewer must wear polaroid glasses.

Paul Quintin, founder-president of

(*Continued on page* 3)

Sacramento 'Profit Pool' In Goldwyn Testimony

Special to THE DAILY

SAN FRANCISCO, July 18. — A letter he wrote in 1946 came back to haunt a defense witness yesterday in Samuel Goldwyn's anti-trust suit against Fox West Coast theatres. Michael Naify, head of United California Theatres, Inc., denied "absolutely" there had been an agreement between United California and

(*Continued on page* 3)

PERSONAL MENTION

ERNEST STELLINGS, president of Theatre Owners of America, returned to Charlotte yesterday from New York.

•

JOHN HUTCHINSON, administrator for Columbia Pictures in Brazil, and who came to New York recently from Rio de Janeiro, left here yesterday for London via B.O.A.C.

•

JAMES R. VELDE, United Artists general sales manager, will return to New York today from Kansas City.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, will leave New York over the weekend for Cincinnati and Columbus.

•

JOSEPH HENNEY, Universal Pictures production executive, will leave New York today for Berlin via B.O.A.C.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York over the weekend from the Coast.

•

ALBERT BAND, director, has arrived in New York from Hollywood.

•

ANDREW STONE, producer; MRS. STONE, who is associated in her husband's productions, and DICK MAYBERRY, assistant, will arrive in New York on Sunday from the Coast.

Correction

A news story in Tuesday's MOTION PICTURE DAILY on a speech given by Jack Kirsch, president of Allied of Illinois, to the group's annual luncheon meeting in Chicago inadvertently conveyed an incorrect impression. The story attributed to Kirsch the statement that "no one has the right to put the kiss of death on the cable theatre," whereas Kirsch merely was quoting Julius Gordon, president of national Allied. Kirsch says he has taken no stand on telemovies yet.

'Partner' Sets Record

HAWKINSVILLE, Ga., July 18—Regal's "God Is My Partner" grossed $286 last night at an evening premiere at the Thompson Theatre here. The figure for the single showing of the 20th Century-Fox release was greater than that for the entire opening day of "A Man Called Peter" at the house, the management reported.

Group Weighs

(*Continued from page* 1)

Motion Picture Association has not committed itself yet and proposes to discuss the matter further before making a decision.

Participants in the Wednesday meeting said yesterday that the "stage is about set for the show to go on."

It was indicated that another meeting may be held next week with the possibility that financing of the program will come to a head then.

Charles E. McCarthy of COMPO, co-chairman with Oscar Doob of the sub-committee, presided at the meeting and reported excellent cooperation has been received from 18 theatre advertising men in various parts of the country who were asked to submit ideas for an expanded program.

More Projects Considered

Members of the sub-committee were asked to help in the compilation of more projects as the start of the program's second chapter. These projects will be presented later at a meeting of the MPA advertising and publicity directors committee, representatives of COMPO and of theatre organizations.

At the meeting in addition to McCarthy and Doob were Abe Montague, MPA member of the COMPO governing committee; Ernest Stellings, president of TOA; Alex Harrison, chairman of the MPA general sales managers committee; Emanuel Frisch, MMPTA; Kenneth Clark, MPA; Joseph Alterman and George Roscoe of TOA, and the following members of the sub-committee; Si Seadler, Philip Gerard, Rodney Bush, Harry Mandel, Harry Goldberg and Ernest Emerling.

Four Circuits Sign For Championship Bout

Four theatre chains have signed with Theatre Network Television, Inc. for the closed-circuit telecast of the Ray Robinson-Carmen Basilio world middleweight championship fight, September 23.

The four to sign were Sam Pinanski's American Theatres in Boston and Maine; Sherill Corwin Metropolitan Theatres in Southern California; John Hamrick's Theatres in Washington and Mitch Wolfson's Wometco Theatres in Florida.

$20,248 to French Film

"The Respectful Prostitute," French film being released here by Times Film Corporation, took in an "impressive" $20,248 in the first week of its engagement at the Lyric Theatre here, the company has reported.

Univ. Launches Tours For Four New Films

Universal Pictures has launched promotional activity in over 100 key and sub-key cities for four of its new pictures highlighted by visits there of featured players and other personalities.

James Stewart, Audie Murphy and Ingrid Goude are participating in the promotion of "Night Passage." Rossano Brazzi, starred in "Interlude," has a six-city tour on behalf of the picture, and Billie Sanders, fashion and beauty consultant, is visiting newspaper editors.

Cagney to Tour

Stars James Cagney and Jane Greer are scheduled to make tours for "Man of a Thousand Faces," and their co-star, Dorothy Malone, is being set. Other situations will be covered by Marilyn Sotto, costume designer, and Robert J. Evans, supporting player. "Run of the Arrow" is receiving promotional aid from producer Samuel Fuller and Frank Warner, ballad singer, who has a role in the picture. Additionally a group of Indians will tour more than a dozen cities.

Other promotions for "Man of a Thousand Faces" will include visits to key cities by Universal advertising, publicity and promotion executives in New York and Hollywood during the coming fortnight.

Executives to Key Cities

Philip Gerard, Eastern publicity manager, is scheduled to visit Boston, Washington and Philadelphia. Herman Kass, Eastern exploitation manager, is visiting Cleveland and Pittsburgh. Jerome M. Evans, Eastern promotion manager, is visiting Cincinnati and St. Louis. Jeff Livingston, Eastern advertising manager, and Paul Kamey, assistant Eastern publicity manager, are also scheduled for important key city press contacts.

From the studio side, Clark Ramsay, executive assistant to David A. Lipton; Jack Diamond, studio publicity director; George Lait, assistant studio publicity director; Archie Herzoff, studio advertising and promotion manager, and Jack Granara, his assistant, are scheduled to cover Western cities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
in "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

Eric Johnston

(*Continued from page* 1)

Picture Association president, yesterday that any meetings have been held or are scheduled between MPA members and Petrillo to negotiate a new basic agreement between the Hollywood studios and the union. The basic agreement expires in February.

"It is hoped," he said, "that a meeting with Petrillo will be scheduled shortly.

It is believed that Johnston referred to the producers-distributors' wish to negotiate payments to be made to the A. F. of M. for backlog films sold to television.

IT'S A HIT!
in San Francisco



BUT...will it be a hit in your house?

It went over big in the Golden Gate . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director: Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Short Subjects

(*Continued from page* 1)

release them at a profit. Special sales departments for shorts have been practically eliminated, with the exception of the Walt Disney program from Buena Vista, which includes 13 subjects at the present time.

Long features ought to be a boon for shorts in double feature territory, but it doesn't seem to work out that way with any degree of regularity. In the northern industrial areas where double features have been standard for years exhibitors go to extremes to keep two features on their programs in spite of the increasing number of pictures that run 100 minutes or over, taking more than half of a two and one-half hour program. They say—seriously, too—that women count the number of titles on marquees before reading them. Whether this is overrating the bargain instinct is impossible to say. Among the subsequent runs the attitude is general in those cities where second runs are simutaneous.

Top-Film 'Singles' OK

When pictures like "Giant" (201 minutes) and "The Ten Commandments" (219) come along it's single bills, or no booking. On these, and on several others running over two hours the double-bill custom has been dropped without loss of business, but the die-hards say these are no test for single bills because of the strength of the attractions.

The current "Motion Picture Herald" release chart shows 293 features in circulation. Of these, 59 run 100 minutes or over and only 13 run between 60 and 70 minutes. If the second feature runs over 70 minutes it can readily be seen there is no room for shorts unless the second feature is dropped out of the supper show.

It isn't entirely an economic problem. For years before the antitrust decrees exhibitors who had product franchises with major companies or operated under major company control received their shorts automatically. They were ordered by length rather than subject. At times when feature prints arrived with less footage than expected the emergencies were solved by calling up the nearest recruiting station for one of the armed forces shorts.

Some Marquee Attractions

This lackadaisical attitude toward shorts in dual bill territory was not universal. Most of the Disney shorts, many of the musical series, Popeye, and others were standard attractions. March of Time was outstanding and was often put on marquees. It was one of the early casualties, however, when television competition began to hurt.

'Cop Hater' for UA

"Cop Hater" has been set as the first of two films to be made by Morris Helprin and Alfred Crown's Barbizon Productions for United Artists release.

REVIEW:

Jeanne Eagels

George Sidney—Columbia

JEANNE EAGELS was an actress of the 1920's whose performance as the prostitute in "Rain" became one of Broadway's legends. The misfortunes of Sadie Thompson and the other fictional characters she played, however, were apparently nothing compared to the agony and heartache that the actress endured in her private life, according to this film biography, which George Sidney has lavishly produced.

Such subject matter makes "Jeanne Eagels" a real woman's picture, for it has been a long time since a female protagonist has sinned and suffered on such a grand scale as the one in this film. Playing the leading role is Kim Novak, and the most prominent man in her life is enacted by Jeff Chandler—two highly saleable names in today's market. And Sidney has also directed his picture in a craftsmanlike manner to realize all the potentialities of the script.

The heroine's troubles start early when, although she yearns to be an actress, the best she can find in the way of employment is as a cooch dancer in a carnival show. Chandler has the role of the showman who gives her this job and then sticks to her loyally to the end—even through her marriage to another man.

The atmosphere brightens for a little while as the heroine finally gets a part on the stage. With her debut in "Rain," however, the clouds begin to darken. For this account—which was written by Daniel Fuchs, Sonya Levien, and John Fante—has it that she got her big chance only by cheating another actress out of the opportunity to make a comeback in the role.

And from this point on in the script and right up to the tearful end in which the heroine dies at an early age after swallowing some pills, the ladies in the audience have plenty of suffering to watch. First Miss Eagels takes to drink and starts to miss performances at the theatre. Then she rushes into a marriage with a society wastrel (played by Charles Drake) which ends in divorce. Next she takes to dope. On top of this she is booted out of the theatre for 18 months by Actors Equity for her practice of refusing to show up. Her untimely death comes shortly after this blow.

The motivation for Jeanne Eagels' frenzied neurotic activity—if you want to be analytical—is never made completely clear. However, the ladies who will flock to see the film are not likely to be concerned. They should be absorbed by such big dramatic moments as the opening of "Rain"; the heroine's temperamental outbursts when she is crossed; her quarrels and ardent love scenes with Chandler; her drunken binges; and her collapse on a stage in front of an audience while under the influence of dope.

Miss Novak is especially effective in the early stages of the picture when called upon to be girlish and exuberant. Chandler does a good job as her most faithful admirer, and the uniformly competent supporting cast includes Agnes Moorehead, Larry Gates, Virginia Grey, and the late Gene Lockhart.

Running time, 114 minutes. Adult classification. Release, in August.

RICHARD GERTNER

Plan Expansion

(*Continued from page* 1)

to Wright, are planning additional space and facilities to accommodate western movie companies when they are on location in the East, the plans to be designed by Wright. Wright, several months ago, served as art director on the Sam Spiegel production, "The Strange One," which was filmed at the Florida studio.

Presley Picture

(*Continued from page* 1)

trade was very largely in attendance.

In the Boston area, where the film opened in 21 theatres, Paramount said that it grossed $21,300 on Wednesday, which was reported to be 35 per cent ahead of other recent Paramount releases in that vicinity.

New Lens Gives 3-D

(*Continued from page* 1)

the International Invention Exhibition, is in this country to introduce Belgian inventions and also to induce American and Canadian inventors to demonstrate their products at an exhibition in the Institut des Arts et Metiers in Brussels for a month starting June 6, 1958.

The lenses can be made to fit any size projector from 8mm to 35mm. The first demonstration here was put on at the McCann-Erickson offices yesterday. It was not completely successful, because the lens had to be taped on the projector due to a difference in measurements.

Quintin said that with its use any projector, especially those for home use, could show 3-D pictures.

Goldwyn Trial

(*Continued from page* 1)

FWC "either written or oral," pledging both circuits not to acquire new theatres in the Sacramento area without agreeing first to pool profits on a 50-50 basis. While the witness did admit a profit pool existed, he insisted the pact did not include reference to either party buying or building new houses in the territory.

At this point, Joseph L. Alioto, attorney for Goldwyn, read into the trial records a letter written March 28, 1946 by Naify to M. G. Hustler, Sacramento showman, who had urged Naify to go into partnership with him on a proposed new theatre. Naify's reply in part read:

"I am a partner with them (FWC) in Sacramento and I cannot start a new theatre unless we all agree to do so."

Asked for an explanation for the obvious contradiction Naify said, "I didn't write the letter correctly."

'Secret' Letter Introduced

In an overtime session on Wednesday, a "secret" letter found in the files of the late Charles Skouras, provoked hot trial exchanges between Alioto and Arthur B. Dunne, chief of defense counsel. This unsigned lengthy memorandum described in detail how Joe Blumenfeld, chief of a 31-house circuit in northern California, was prevented from acquiring two Hollywood theatres—the Vogue and Pan-Pacific.

The writer said he suspected that Blumenfeld, obviously without sufficient capital, probably had the backing of United Artists distributors in order to provide UA with two first-run-product Hollywood houses. Then, the letter continued, at a meeting in New York attended by attorneys Otto Koegel and Fred Pride and high ranking UA executives including Gradwell Sears, Edward Raftery and Carl Leserman, the matter was threshed out and Blumenfeld, without financial backing, was blocked from acquiring the two Hollywood theatres.

Bertero Disclaims It

After John B. Bertero, Fox West Coast Theatres president, had disclaimed knowledge of the letter and who wrote it, Alioto excused him from the stand and in a surprise move called as his next witness one of the lawyers of defense counsel.

This was attorney Pride, one of those mentioned in the letter as having attended the New York meeting. Pride admitted the author "Had to be Skouras" and that the "substance of the memorandum was correct."

See No House Action

(*Continued from page* 1)

other tax cuts They said the cabaret tax was one of the few Federal excises still above 10 per cent, that the House once before had voted to cut the tax to 10 per cent but had been stymied by the Senate, and that the committee had therefore decided to limit the bill to the cabaret tax.

FIRST ENGAGEMENT MID-SUMME

Nothing else is as much fun as

A GEORGE ABBOTT AND STANLEY DONEN PRODUCTION

The Pajama G

IT'S ALL HERE! ALL THE BOY-CHASES-GIRL-CHASES-
OF THE RECORD-SMASHING BROADWAY SENSATION

starring

Doris Day ...as 'Babe' and the John Raitt

WITH
RETA SHAW · BARBARA NICHOLS · SCREEN PLAY BY GEORGE ABBOTT AND RICHARD BISSELL · BASED UPON THE PLAY 'THE PAJAMA GAME' · BOOK BY GEORGE ABBOTT AND RICHARD BIS

PRODUCED BY BRISSON, GRIFFITH AND PRINCE · PRODUCED AND DIRECTED BY GEORGE ABBOTT AND STANLEY DONEN

★★★ ♩♩♩♩ Hey There · Hernando's Hideaway · Steam Heat · Seven and a Half Cents · There Once Was a Man ...'

TRADE SHOWS
JULY 24

ALBANY
20th Century-Fox Screening Room
1052 Bwoy • 8:00 P.M

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bwoy • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M

CLEVELAND
20th Century Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm,
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre
212 W. Wisconsin

MINNEAPOLIS
Warner Screen
1000 Currie Ave.

NEW HAVEN
Stanley Warner
70 College St.

RADIO CITY MUSIC HALL



a

ame!!!

Y ENTERTAINMENT

erful cast of the big hit play!

arol Haney · Eddie Foy, Jr.

AND LYRICS BY RICHARD ADLER AND JERRY ROSS

OM WARNER BROS. IN
WARNERCOLOR

toom
):00 P.M

M.

toom

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.

*SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Neptune Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

*Tuesday, July 23rd

Television Today

WCBS-TV Purchases 10 Post-1950 Features

WCBS-TV has announced the purchase of ten post-1950 feature films for first-run showings on both "The Early Show" and "The Late Show." The films were purchased from Signet Television and Interstate Television Corporation.

To be released on a staggered basis over the next 12 months are seven films from Signet, all with a 1955 release date. The package of three films from Interstate will be available for showing beginning Sept. 1.

Michaelis, Moss Join To Produce New Series

Arnold Michaelis, radio and recording interviewer, and Herb Moss, TV producer-director, have joined forces to produce a series of TV programs called "People Worth Knowing." It will feature biographical portraits of such personalities as Mrs. Roosevelt, Mayor Wagner, Dr. Hutchins, Gov. Meyner of New Jersey, Paul Bowles and several outstanding industrial leaders.

Crosby, Sinatra Show

Bing Crosby and Frank Sinatra will appear on the CBS-TV network in a live one-hour show Sunday, October 13, from 8 to 9 P.M., EST, the company announced yesterday. The show will be sponsored by the Edsel Division of the Ford Motor Company.

Pay-TV by '58

(*Continued from page* 1)

but we'd have to know in the near future."

In addition, Fox declared, Skiatron's new wiring system would make the cost of wiring these cities for toll-TV slightly more than 10 per cent of the cost of installing the coaxial cables currently used for wired-TV. He told the committee "this really is a poor man's medium," and said flatly that there would be "no commercials whatsoever" on programs Skiatron transmitted.

No Down Payment, He Says

There would be no down payment and no installation charge for attaching the Skiatron decoder to a television set, Fox explained. Subscribers would be charged a fee of three dollars a month, which would cover the cost of wiring the television set, installing the decoder, servicing and maintaining it, and the cost of mailing the monthly decoding program card to each subscriber.

This monthly fee would also give the subscriber 24 hours of high fidelity music a day, Fox said.

The subscriber would pay for any programs he wished to see, Fox explained, and the price would have to be one that was "acceptable to the public." He would not give a figure, but said "the public will eventually decide." With its wires attached to unused channels on the set, Fox said, Skiatron hoped to be able to present "two attractions simultaneously and give the public the opportunity to select the program it wants to see."

The cost of laying Skiatron's "grid," or wire network to which individual homes would be connected, would cost less than $6,000,000 in the San Francisco Greater Bay Area, Fox said, and just under $12,000,000 in Los Angeles County. He estimated that this would cover approximately 1,000,000 homes in the San Francisco area and twice as many in the Los Angeles area. He said he couldn't give a cost figure for New York, "which is almost entirely underground and would need a separate survey." He declared, however, that Skiatron would start wiring first on the outskirts of the city, and then work in toward Manhattan.

Discusses Overall Aspects

Although Fox was called specifically for questioning about his company's negotiations with the New York Giants and the Brooklyn Dodgers for pay-TV broadcasting of their baseball games from San Francisco and Los Angeles, most of his testimony was on the broad aspect of Skiatron's toll-TV plans. "Whether any baseball club moves or doesn't move to California, we made an offer to Los Angeles and San Francisco to go forward," he said. "We are not relying on baseball solely, because baseball alone can't support a closed toll-TV system."

Skiatron would keep two-thirds of the take from any program it transmitted, he explained, with one-third going to "the owner of the attraction." From its two-thirds, Skiatron would pay for operating costs, recoup its investment, pay a "local responsible citizen" to operate the system, and pay a local phone company either for leasing its poles or for putting in the Skiatron wires.

Could Start Wiring in September

Fox estimated that the company could start laying its wires in San Francisco in September. This would take 90 days, he said, and transmission could begin from four to six months after that. It would take a total of 11 months, he said, to complete Los Angeles County, "but from the minute we lay the first block we can start transmitting in that area immediately."



Say 'Understanding' Reached In MPAA, ATCC Film Dispute

From THE DAILY Bureau

LONDON, July 18. — It was reported here today that an "understanding" has been reached between representatives of the Motion Picture Association of America and the Association of Cinematograph and Allied Technicians (ACTT) on the employment here of foreign producers and directors in the production of British quota feature films. The two factions have been meeting under the auspices of the Labour Ministry.

The matter has now been referred back for ratification by the parties concerned.

National Pre-Selling



EDWIN MILLER, entertainment editor of "Seventeen" magazine, presents Howard Dietz, M-G-M vice-president, with the bronze award for "Silk Stockings," the June selection as picture of the month by the magazine. "Silk Stockings" opened at the Radio City Music Hall yesterday.

•

The actress, Marie Shell, who was awarded the part of Gruskenka in "The Brothers Karamazov," is on the cover of "Life's" July 15 issue. In addition, a cover story depicting her European film career appears in this issue. Marilyn Monroe coveted the part, but her very obvious physical assets were no competition for Maria's impressive record of awards for top acting honors at both the Cannes and Venice film festivals.

•

That ethereal creature, Audrey Hepburn, who seems to walk on that narrow boundary between the physical and spiritual worlds, was interviewed on location on "Love in the Afternoon" in France by Robert Marks for the August issue of "Esquire." In six swift years she has been propelled into the lofty reaches of stardom. In this A.A. picture she is co-starred with Gary Cooper and Maurice Chevalier and directed by Billy Wilder, whose work in the past has been very effective with this nymph-like star.

•

The lead story in "American Weekly's" July 14 issue is a revealing profile of Kim Novak who plays "Jeanne Eagels" in the new Columbia film. It was written by Jim Bishop who wrote "The Day Lincoln Was Shot" and "The Day Christ Died." She told Bishop, "Suggest and I will do it, but don't order." There is no doubt but this is the result of a strict upbringing and the rebellion against it. Apparently Bishop followed her suggestion, because he got a story that started before 6 A.M. and did not end until she returned to the arms of Morpheus.

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 14 NEW YORK, U.S.A., MONDAY, JULY 22, 1957 TEN CENTS

EDITORIAL

A Lid of Secrecy On Arbitration

By Sherwin Kane

LAST week the joint exhibitor-distributor committee for formulation of an industry arbitration and conciliation program concluded a three-day meeting here and adjourned until next fall. It was the third session held since the committee was reconstituted.

On adjournment, the committee issued a perfunctory statement which afforded little more information than that the group planned to resume sessions on Sept. 16. Statements issued to the industry press following the two previous meetings of the joint committee were equally uninformative.

•

Many in the industry are questioning the wisdom of this policy of secrecy on the part of the committee with respect to its deliberations.

It is understandable that topics on which the two sides cannot immediately agree will arise throughout the joint discussions and that, perhaps, no useful purpose could be served in publicizing what may prove to be merely temporary stalemates.

On the other hand, when a phase of the deliberations is concluded and two-month adjournment is taken, it would seem that interested members of the industry are entitled to a frank, informative, interim report on what has been accomplished to date and what the prospects are for future progress.

•

It is to be assumed that the financing of industry arbitration machinery, in the event it is successfully inaugurated, will be the responsibility of all of exhibition and all of distribution. Also, if the system is to succeed it must have the active interest of a majority of exhibitors, whether or not they be members of organized groups with representation on the joint committee.

To win the interest and support of non-participating members of the industry, as full a disclosure as possible of the committee's deliberations is needed.

Secrecy, as complete as that being resorted to in the present circumstances, is not likely to dissolve problems inside the council chambers nor to win adherents to arbitration outside of them.

First-Run Neighborhood Openings Hike Business 50% in Chicago

Special to THE DAILY

CHICAGO, July 21—Exhibitors participating in the plan to open first-run product in mass neighborhood bookings here report that the scheme is very successful with business up in some instances from as much as 30 to 50 per cent.

Universal-International began releasing its new pictures in 21 suburban theatres in a first-run package deal on June 21. Twelve pictures are being offered as dual bills on alternating weeks, which will carry the program through September. In addition Paramount booked its "Loving You" with Elvis Presley into 50 houses simultaneously last week.

Reports from the 21 theatres, both indoor and drive-in, which are participating in the Universal deal indicated that business is up as much as 50 per cent. The most successful of the double-bills to date, the majo-

(*Continued on page* 3)

Col. Division Managers Meet Here Wednesday

Columbia Pictures' division managers have been called to New York for a three day series of meetings with key home office sales executives starting Wednesday, it was announced at the weekend by Rube Jackter, general sales manager.

The meetings are set for the Savoy Plaza Hotel and will bring A. Montague, vice-president in charge of distribution, together with 11 domestic divisional chiefs, the sales manager of Columbia Pictures of Canada, and Jackter and his top aides.

Prime subjects of discussion will be sales policies and plans for the company's forthcoming product lineup as well as the continuing liquidation of the current releases, it was stated.

Jack Warner Pledges Expansion in TV Field

From THE DAILY Bureau

HOLLYWOOD, July 21. — A meeting which Jack L. Warner, president of Warner Brothers, predicted "would herald a new era in television history," took place Friday at the Burbank studio for Kaiser Industries and American Broadcasting-Para-

(*Continued on page* 6)

Films on TV Blamed For Summer's Lag

National circuit executives, casting about for explanations of the slow pick-up in summer theatre attendance compared with previous years, more and more are coming up with sales of major film companies' backlogs to television as the villain of the piece.

Although the summer scene is not without its bright spots, the pick-up has lagged behind over most of the country so far this month. The only thing that makes this summer different from others, many circuit

(*Continued on page* 3)

FCC Reasserts Its 'Obligation' To Decide Toll TV Controversy

By J. A. OTTEN

WASHINGTON, July 21—The Federal Communications Commission indicated it would not buck the subscription television controversy to Congress for decision.

It said it felt it had the power and the "obligation" to decide the controversy one way or the other.

At the same time, it also indicated that it would not be too unhappy if Congress intervened and took the decision away from it.

The Commission's views were out-

(*Continued on page* 6)

Television Today Page 6

Joint Application Filed

L.A. Approves Pay-TV; FWC Seeks License

Rhoden, Novins Comment On Circuit-Telemeter Plea

By WILLIAM R. WEAVER

LOS ANGELES, July 21. — The whole complexion of the toll-television outlook took sharp turn on Friday when Fox West Coast Theatres Corp. took up a position squarely alongside Telemeter Corp. in making joint application to the city council for a franchise to install and operate a pay-television system in Los Angeles.

News of filing came as a complete surprise when the city council president, John S. Gibson, Jr., announced it to council members as they went into session for the third consideration of the franchise prepared by the Department of Public Utilities and Transportation on an application by Skiatron, Inc. Two hours later the

(*Continued on page* 6)

RCA Sales, Earnings Jump for Six Months

Record first-half sales by the Radio Corporation of America of $564,990,000, exceeding by 7 per cent the previous mark set in the first half of 1956, were announced at the weekend by David Sarnoff, chairman of the board.

RCA earnings, after Federal income taxes, amounted to $20,311,000 for the first half of 1957, as com-

(*Continued on page* 2)

Goldwyn Gains Noted as Trial Enters 2nd Week

Special to THE DAILY

SAN FRANCISCO, July 21—Samuel Goldwyn's anti-trust suit goes into its second full week tomorrow on the heels of two smashing victories in delayed rulings by United States Judge Edward P. Murphy.

First was the court's agreement to admit all evidence on Goldwyn's monopoly charges going back as far

(*Continued on page* 2)

PERSONAL MENTION

ROBERT W. COYNE, special counsel of Council of Motion Picture Organizations, is scheduled to return to New York today from Washington.

•

EDWARD L. HYMAN, American Broadcasting - Paramount Pictures vice-president, left New York on Friday for a 10-day vacation.

•

McGREGOR SCOTT, sales manager for Associated British Picture Corp., left here on Saturday for Bermuda via B.O.A.C.

•

CHARLES LEVY, Buena Vista director of advertising-publicity, will return to New York today from Hollywood.

•

ALBERT E. SINDLINGER, business analyst, is in Los Angeles from Ridley Park, Pa.

•

FRANK A. UNGRO, Westrex Corp. financial manager, has returned to New York from Hollywood.

•

JED HARRIS, producer, left here for London on Friday via B.O.A.C.

Report Hungary Will Import 10 U. S. Films

Communist Hungary plans to import ten American films in the near future, according to a report in Nepszabadsag, the Hungarian party newspaper. The paper quoted Tibor Bosair, director of the Hungarian State Film Service, as saying the first would be United Artists' "Marty." The Hungarian official added that Hungary would export the film "The Carousel," which won prizes at Cannes, to the United States.

A spokesman for the Motion Picture Association of America, declared Friday the association had no knowledge of the Hungarian report and could neither confirm nor deny the story.

"In visiting the laboratories and the X-Ray rooms, I found great activity. I was told and shown some of the cultures from which they hope to develop a vaccine as a preventative against tuberculosis. It really was an inspiring trip and I hope everybody, someday, will have a chance to see this fine, fine place." — *Jack Judd, Branch Mgr., Columbia Pictures, Pittsburgh, Pa.*

Goldwyn Trial - Gains Noted

(*Continued from page* 1)

as the middle 1920's, although in a pre-trial summary judgment last fall Judge Murphy had ruled that only seven Goldwyn pictures produced after 1947 would be eligible for consideration as to recovering damages. Twenty other films were eliminated then because of the statute of limitations.

Although it was a surprise ruling, court room observers recall that on the opening day of the trial, Judge Murphy had declared "I want to hear all the evidence and I am going by the statute of limitation.

The second triumph for the Goldwyn forces was Judge Murphy's refusal of defense attorney Arthur B. Dunne's motion to limit arguments and testimony to the Far Western states when he ruled he would listen to Goldwyn's' charges wherever they concerned a house operated by National Theatres and any of the parent firms affiliates.

Back on the stand today will be John B. Bertero, president of Fox West Coast Theatres, who was the first witness called in the trial by Joseph L. Alioto, counsel for Goldwyn. After four days of grilling, Bertero was excused last Wednesday to return to the home office in Los Angeles to check his files for possible further data requested by Alioto concerning FWC's 50-50 profit split with the operators of the independent El Rey Theatre at Salinas, Cal.

Alioto was trying to establish that FWC reaped the pool profits without having contributed to the operating costs of the El Rey.

Three License Divisions Set On MPEA Agenda

The Motion Picture Export Association will take up the division of import licenses for Israel, Pakistan and Formosa at its meeting here tomorrow. The matter of import licenses for these countries was originally scheduled on the July 1 agenda but postponed.

MPEA will also discuss legal fees in Brazil, as well as remittances in Vietnam and Indonesia. In addition, the board will be given a progress report on current MPEA negotiations with the Philippine government.

Plan Stamp Promotion Aimed at Children

Special to THE DAILY

HARTFORD, July 21.—The Stanley-Warner Management Corporation is experimenting with a "Movie Star Stamps" promotion at the State, Manchester, Conn., and Garde, New London, Conn., in an effort to stimulate children's matinee grosses.

Both theatres are distributing a total of 24 free movie star stamps, with attractively-decorated albums, over a two-month period. Each child completing an album with movie star stamps will receive a special bonus of a pair of guest theatre tickets for a future performance.

'Affair' Does $17,500

Twentieth Century-Fox's "An Affair to Remember," was expected to gross $17,500 for its opening day, Friday, at the Roxy Theatre here, Robert Rothafel, managing director of the theatre, reported late that afternoon. The figure was ahead of both "Island in the Sun" and "Anastasia," he said.

Rep. 26-Week Income Listed at $92,586

Republic Pictures has reported a net income of $92,586 for the 26 weeks ended April 27 as compared with $1,078,694 for the same period last year, which included a special net capital gain income.

Per share earnings this period for preferred stock came to 23 cents a share. Common share earnings for the like period last year were 44 cents a share after preferred earnings.

Net for the January quarter reached $219,483, or six cents a common share, compared with $773,641, or 34 cents a share, for the previous year's like period, which included the special income.

Kentucky Tax Total Off

FRANKFORT, Ky., July 21. — Amusement tax collections in Kentucky for the fiscal year ended June 30 totaled $813,558, a substantial decline from the $1,601,433 collected for the preceding fiscal year, it is reported by the State Department of Revenue. Tickets selling for 50 cents or less were exempted from the tax by the 1956 legislature.

Paramount, N. O., Signs

NEW ORLEANS, July 21. — Film Inspection Service, Inc., of this city, has signed to handle physical distribution for the Paramount New Orleans branch. The contract will take effect on Monday.

To Honor Mamoulian

Rouben Mamoulian, director of M-G-M's "Silk Stockings," will be guest of honor at the Writer's Conference reception at Columbia University here this evening.

'3:10 to Yuma' Inspires Co To Give Time Over Phone

For the remainder of the summ Columbia Pictures' telephone switc board operators in New York, Holl wood and the 33 exchanges will pl exploitation roles for one minute day. Every afternoon at 3:10 P.M the operators will answer all ca with the time as well as with t usual "Columbia."

Of course, one of Columbia's b releases for the summer is "3:10 Yuma."

AB-PT Quarter Profit Reported $957,000

Estimated net operating profit American Broadcasting - Paramou Theatres, Inc., for the second quart of 1957 was $957,000, or 21c a shar as compared with $1,632,000, or 37 a share for the same period of 195 Leonard H. Goldenson, president, an nounced at the weekend. For the fir six months of 1957 estimated net op erating profit was $2,700,000, or 61 a share, compared with $4,202,000 o 97c a share in the same period o 1956 he added.

Results for the second quarter re flected lower earnings for the theatre and the broadcasting division, Golden son pointed out. "While the quarterl seasonal downturn in theatres wa somewhat sharper this year, good re sults are looked for in the third quar ter, which is becoming the best thea tre period when production compa nies release many of their top qual ity pictures," he said.

The ABC Division has been concen trating its efforts in creating and sell ing 1957-58 season television pro grams, serving to attract increased au diences and thereby strengthen the television network's position.

RCA Sales, Earnings

(*Continued from page* 1)

pared with $20,037,000 for the same period last year.

After payment of dividends on the preferred stock, this net profit represents earnings on the common stock of $1.35 per share, compared with $1.32 per share earned in the first half of 1956.

Sales during the second quarter of 1957 amounted to $269,217,000, an increase of 7 per cent over last year. Net profit, after taxes, totaled $7,501,000 for the second quarter, as compared with $7,310,000 for the same period last year. Common share earnings in the three months ended June 30 amounted to 48 cents, compared with 47 cents in the same period in 1956.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Summer Lag

(*Continued from page* 1)

eads are saying, is that there are ore major companies' old films vailable to television viewers than er before.

"If they can stay home and look films three or four nights a week," e reasoned, "they're not likely to ek out more films when they even- ally go out. There are too many mmer attractions competing for the ublic's leisure time, and there are o many air conditioned and other- ise inviting amusement places today r films to be the first choice all the ne. We honestly believe the main fference in business this summer compared to previous summers is e availability of so many films on levision this year."

Broadway Seen Strong

Other circuit operators rationalize usiness conditions thusly: Attendance ent lower last spring than it did in her recent years and consequently has had a longer road to travel making its comeback. For example, business dropped in other spring asons to a 60 per cent level it me back in the summer to 90 per nt; this year it dropped to a theore- al 40 per cent level and has re- rned to about the 70 per cent stage. While it is still progressing, it is hind last summer's level at the cor- sponding date. Broadway, with new leases giving a good account of emselves, is among the nation's ight spots right now.

Neighborhood Openings

(*Continued from page* 1)

ty says, has been "Tammy and the achelor" and "The Midnight Story." Exhibitors queried say it is too rly yet to decide what type of films the Universal plan have the strong- t pull. They believe the idea of inging "first-run films right to the oorsteps of patrons" is an important ctor, and they add that advertising rries a considerable amount of eight.

About the latter element one im- ortant lesson has been learned. The st package of films was publicized "previews" with the result that any patrons merely felt they would e a film which had run its course the loop with a brand new picture an added attraction.

Emphasis on 'First-Run'

Now the advertising used empha- zes much more strongly that the ms are "first-run" pictures. And the uburban" public is taking hold, ex- bitors feel.

Other special promotion for the ctures has included the appearance public officials in the lobby on the ening day and as well as film stars stage.

Exhibitors playing "Loving You" ported that business was up be- ween 30 and 50 per cent. Most give uch of the credit for the film's rong showing to the popularity of esley with teenagers.

Film Producer Says TV Doesn't 'Allow Time to Tell a Story'

By FLOYD STONE

Albert Band, whose first picture is "Killer on the Wall" says he left television because it didn't allow him to tell a story.

He said he has been a cutter (Warners, and Enterprise), a story editor (John Huston), a writer (in television), always attempting to be skilled teller of tales.

"I was writing 20 shows a week. Everything from musicals to education. I suppose I was successful. But I had different views. Television is a bastard form of entertainment. I had worked all my life to perfect my craft. I just didn't think this was a good medium.

"It was a matter of not being able to tell a story—at all. Even for a 'one hour show'. There is no one hour show. It never is more than 45 minutes. Perhaps CBS' 'Playhouse 90' with its 65 or 70 minutes may be good; that is all.

'More Like Rehearsals'

"It's also a lack of perfection. Shows are more like rehearsals than anything else. And frankly any work of art—commercial or otherwise—is the result of careful labor."

Band formed his company along with writer Louis Garfinkle last September. It is privately financed. Its first picture United Artists wholly financed.

Pictures have quality if they have actors and directors and producers of skill, he is convinced; and this doesn't necessarily mean expense.

His picture has actors—those new faces—from the legitimate theatre and television. Their salaries are lower, their skills higher. They don't need long rehearsals. They don't need elaborate direction.

Sees Theatre Experience Vital

"The question of lack of experience in theatre cannot ever be made up by the 'technical cushion'", he avers; "Actors with theatre experience are more flexible than Hollywood's 'bread actors'. Hollywood actors rely on being stopped if they do something wrong."

He and Garfinkle shot in nine days. They rehearsed four. Their cost: $150,000.

"Money in production usually goes for time," he pointed out, "and for a studio overcharge of 60 per cent."

Perfection he hasn't achieved, or will. In pictures, rather than TV, there's more of it, he knows. In pictures some achieve it; they are special. He goes along remembering John Huston once told him one should be satisfied with "the right approximation."

Houston Duvall, 58

NEW ORLEANS, July 21—Houston "Duke" Duvall, 58, local manager for Columbia Pictures, died here of a heart attack following a long illness. He had occupied his Columbia post for 30 years. He is survived by his widow, a son and a daughter.

Aboaf Returns Today From Long World Tour

Americo Aboaf, foreign general manager of Universal Pictures, returns here today after a 12-week trip around the world visiting the company's offices in 15 countries and observing business conditions.

He will report on the trip to the trade press at an interview in his office today.

Trail Drive-in, Houston Files Anti-Trust Suit

Special to THE DAILY

HOUSTON, July 21.—A $1,180,332 iaw suit alleging monopoly and violations of the anti-trust act has been filed in U. S. District Court here by the Trail Drive-in Theatre. Defendants in the suit are Paramount Film Distributing Corp., Jefferson Amusement Corp., operator of the King Center Drive-in Theatre, Warner Brothers and Interstate Theatres.

The suit, filed by Seymour Lieberman, attorney for Trail Drive-in, claims the King Center Drive-in Theatre received "top grossing pictures before the Trail because of sealed bids submitted to film distributors."

The suit also asks that film distributors be required to shorten the present 31-day period neighborhood theatres must wait before showing a film that has been shown downtown.

. . . NEWS ROUNDUP

Preminger Opens Office Here

Otto Preminger has opened an office here at 1600 Broadway and has engaged Thomas C. Ryan, formerly with "Colliers" and "Woman's Home Companion," as a story aide to augment the work of Preminger's New York story editor, Eve Coleman.

■

SDG Nominates Six Films

Screen Directors Guild nominated six pictures for the Directorial Achievement Award for the second quarter of 1957. They are: "A Face in the Crowd," "Funny Face," "Gunfight at O.K. Corral," "Twelve Angry Men," "The Pride and the Passion" and "Heaven Knows, Mr. Allison."

■

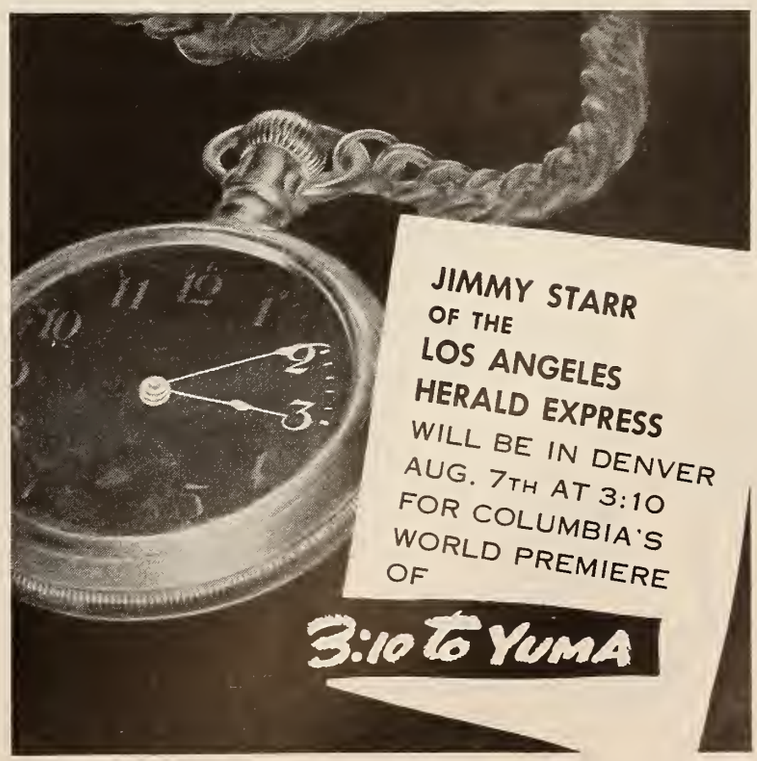
'Passage' $3,315 in Denver

Universal's "Night Passage" grossed $3,315 in its world premiere at the Paramount Theatres in Denver last week. The film will open in 400 theatres from coast to coast during the coming few weeks.

■

Appearances by Kramers

Stanley Kramer, producer of "The Pride and the Passion" for United Artists, and Mrs. Kramer, who was dialogue supervisor for the picture, are making personal appearances in San Francisco in connection with the regional premiere of the film at the United Artists Theatre there.



Motion Picture Daily Feature Reviews

Gun Glory

MGM—CinemaScope

A very good western with strong story continuity and with Stewart Granger and Rhonda Fleming in the principal roles. The theme is the usual struggle between cattlemen and settlers seeking to protect their ranches, but the method of treatment in adapting the screenplay from a novel by Philip Yordan builds up the suspense and adds realism to the characterizations.

Granger reappears in a frontier town after a long absence intent upon buying a present for his wife before returning to his ranch. That is where he meets Miss Fleming, who is working in the general store. Before riding out into the country he has an encounter with a trio of cattlemen who warn him they intend to drive their cattle into the valley. His son greets him coldly at the ranch and points to his mother's grave.

Chill Wills appears as a preacher who is building a church with the help of his parishioners. Miss Fleming reaches the ranch in trying to escape from the brutality of the storekeeper. This divides sentiment in the village.

During a strategy conference, Granger proposes to the townsmen that they meet the oncoming cattlemen head-on with guns. This is turned down. In an ensuing battle with the cattlemen the pioneers are routed and many of them die. Grainger takes over. He plants dynamite in the sides of a cliff. The explosions when the cattle come through and the ensuing struggle are spectacular.

Nicholas Nayfack was the producer and the direction was by Roy Rowland. It was photographed in Metrocolor.

Running time, 89 minutes. General classification. Release, Aug. 16.

JAMES M. JERAULD

Bop Girl Goes Calypso

Bel-Air—UA

HOLLYWOOD, July 21

As the title foretells, calypso wins out over rock 'n' roll in this down-to-earth story about popular music and its practitioners, but there is a great plentitude of each type in the picture. Present and given full allowance of footage to demonstrate both music styles are the Mary Kaye Trio, The Goofers, Lord Flea and His Calypsonians, The Titans, The Cubanos, and Nino Tempo. Billing that features these names figures to attract the segment of the public counted on in these times to buy more tickets than any other segment and, by demonstrated predilection, most congenially disposed toward this kind of picture.

The fiction story that provides basis and framework for the musical material stars Judy Tyler, victim of a fatal auto crash since completing the picture, with Bobby Troup, Lucien Littlefield, George O'Hanlon and Margo Woode in other principal roles. Written by Hendrik Vollaerts and scripted by Arnold Belgard, the story has Miss Tyler, a rock 'n' roll singer employed by nightclub operator O'Hanlon, dead set against switching to calypso as suggested by Troup, college student and pupil of instructor Littlefield, who has been checking both kinds by audience-response indicated on a meter. Considerable humor adds to the interest of the otherwise straight-line means by which the two kinds of music are compared, with the result announced by the title.

Production is by Aubrey Schenck, and direction is by Howard W. Koch. Music was handled by Les Baxter.

Running time, 80 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

Courage of Black Beauty

20th Century-Fox

"The Courage of Black Beauty," the story of a colt and his faithful young master, has simplicity to attract children's attention and a sufficient amount of action to sustain their interest.

Bobby Adams (John Crawford) returns home from boarding school on his tenth birthday only to find his father has forgotten to give him a present. But the father (John Bryant), a lawyer who also maintains a small ranch, is planning to surprise Bobby with a new-born colt. At first, the boy doesn't accept the animal, still feeling resentful. Through the efforts of a ranch hand (J. Pat O'Malley) and some friendly neighbors, father and son become pals again and the boy proceeds to raise the animal into a champion steed.

Then one of the father's clients rides Black Beauty without Bobby's permission and seriously injures the animal. But Bobby's faith is rewarded and the courage of the young horse helps him recover from his wounds. Rnnning time, 77 minutes. General classification. Release, not set.

NORMAN MORRIS

Pawnee

Gross-Krasne—Republic

HARTFORD, Conn., July 21

Jack J. Gross and Philip N. Krasne, who could write reams about the complexities of independent production at mid-point, 1957, and many years back, have turned considerable attention to a compact Indian-white yarn written by director George Waggner and Louis Vittes and Endre Bohem.

The 80-minute running time, and Trucolor, suggests top-billing in the action houses where an action Indian story will appeal to the young and the young-in-heart. Selling names include George Montgomery, Bill Williams and Lola Albright.

The Waggner-Vittes-Bohem treatment follows a conventional path, with enough anticipated character touches and the like to elevate "Pawnee" into the better grade of Indian-white presentations. Montgomery, white man raised from babyhood by the Pawnees, leaves his foster tribe surroundings to serve as guide for a white wagon train. Wagon-train leader Bill Williams, who makes no pretense over his attachment for Miss Albright, resents Montgomery's sudden intrusion; moreover, Charles Horvath, Montgomery's adopted brother, has immediate plans for treachery, believing that the wagon-train's guide is discarding his long-time Indian ties.

After the kind of adventure which is to be expected, there is a large-scale battle, the upshot of which finds Horvath and his principal aides either killed or wounded, and Miss Austin struck down while en route to the cavalry base for white reinforcements.

Running time, 80 minutes. General classification. Release, not set.

A. M. W.

Destination 60,000

Allied Artists

HARTFORD, July 21

This Jack J. Gross-Philip N. Krasne production, directed and written by George Waggner, is a standard treatment of American aviation's constant quest for improvement in jet plane manufacture and performance. Promotional tie-ups with air-minded organizations and groups, of course, are indicated here.

Air Force veteran, Colonel Preston Foster, now owner of an aircraft company, hires World War II buddy, Pat Conway, as a test pilot of a new jet with a revolutionary-type fuel, which will ostensibly add more speed to flying than has ever been attempted before. Foster's wife, Jeff Donnell, likes the new association, and his secretary, Coleen Gray, looks upon the new pilot with more than professional interest.

After crashing a plane and failing to provide important data, Conway walks away from the Foster group, and new test pilot Denver Pyle is assigned to the vital project. At this point, Foster swallows his pride, finds Conway and the two apply themselves to the complex task of rebuilding the plane. Foster decides he'll handle the controls next time up, and Conway takes over job of flying chase on the test.

Up in the sky, Foster blacks out, and Conway, shouting over the intercom speaker, manages to scream him back into consciousness, and all's well away in the supersonic age. George Waggner's screenplay follows a familiar pattern.

Running time, 65 minutes. General classification. Release, in May.

A.M.W.



Two Hemingway Stories Top Fox Releases

David O. Selznick's "A Farewell to Arms"





PRODUCER David O. Selznick confers above with star Rock Hudson during the filming of Ernest Hemingway's "A Farewell to Arms," which is scheduled for Christmas playdates by 20th Century-Fox. Hudson is shown below with co-star Jennifer Jones and at left is one of the spectacle scenes filmed on location in Italy. The picture is in CinemaScope and De Luxe Color.



Darryl F. Zanuck's "The Sun Also Rises"







PRODUCER Darryl Zanuck listens (above right) as Ava Gardner and Tyrone Power rehearse dialogue for "The Sun Also Rises," which was filmed on location in Spain, Mexico, France and England. Co-star Mel Ferrer is also present above and in the two scenes at left. The top one shows him with Eddie Albert, Power and Errol Flynn; below he is presented in a bullfight scene. Set for Labor Day release by 20th-Fox, the picture was also photographed in CinemaScope and De Luxe Color.

Television Today

IN OUR VIEW

THE redoubtable and versatile John Daly, who doubles, or triples, in brass, as a news commentator, a program moderator and an executive of the ABC television network, mounted his charger the first of last week and let fly with tilted lance at the lawyer-tribe—and did a darned good job, we think.

Speaking at the American Bar Association national convention at the Waldorf-Astoria Hotel in New York, the vice-president in charge of news, special events, sports and public affairs for the American Broadcasting Company, to get formal about it, attacked the Bar Association's odious Canon 35. That "Canon" opposes the broadcasting or telecasting of courtroom proceedings, and Mr. Daly demanded it be rescinded. He said it is based on a misconception of the character and function of radio and television news, and he made his points with clear, incisive force.

•

This corner has grave doubts that he will have succeeded in getting anywhere with the sacrosanct Bar Association. But if a dent could be made in that sacred armor we think Mr. Daly may have done it. We devoutly hope so.

The advocate of a small measure of what has come to be known as Constitutional Freedom of the Press told his lawyer hearers he freely admitted that in the early days there were notable instances of the radio medium stumbling over its own big and growing feet in reporting from the court. The point is that it was growing, and had a natural right to stumble a little. Says Mr. Daly: "We think it's fair that you judge us as we are, not as we were." He said the media of radio and television are ready to accept their "adult" responsibilities . . . "we require and will accept no less than our rights under the Constitution."

•

Mr. Daly cited recent instances wherein radio and television coverage of notable court proceedings was conducted with such quiet, such decorum that participants in the trial were unaware of it, and at the conclusion went out of their way to praise the coverage by the new media. Complaints of critics were cited by Mr. Daly and specifically answered, not by himself, but by quoting significant observations from the Colorado Supreme Court.

Noted are the words of District Judge Joseph M. McDonald, in overruling defense objections to cameras in the courtroom: "A rule excluding any media would be discriminatory."

Mr. Daly concludes thus: "The people have a right to know—our right and our responsibility is to furnish this information as only we can—using the tools provided by electronic progress. We have an obligation to ourselves, to the public and to our way of life to accept nothing short of full freedom of information and access. We cannot and will not stop short."

The versatile Mr. Daly offers another facet, prime advocate. Three cheers for him, say we, he has done a fine service for the whole of the electronic communications industry

—Charles S. Aaronson

FCC Repeats

(*Continued from page* 1)

lined in a carefully-worded letter, open to considerably varying interpretations, to House Judiciary Committee chairman Celler (D., N.Y.). Celler had challenged the FCC's authority to act and had urged the Commission, in any event, to let Congress decide.

Says FCC Has 'Duty'

"We agree," declared the key portion of the Commission's reply, released Friday, "that Congress could reach the conclusion that the use of radio frequencies for a subscription television service should be prohibited. However, in the absence of Congressional action on the amendment of existing law, the Commission is obligated to abide by the provisions of the Communications Act and the Administrative Procedures Act. In accordance therewith, we believe it is the Commission's duty to make some disposition of the pending petition."

Lawyers involved in the proceedings were quick to put varying interpretations on the letter. They said the part mentioning "in the absence of Congressional action" could be construed as an invitation to Congress to act. At the same time, they said, the letter seemed to indicate clearly that the FCC wouldn't on its own initiative ask Congress into the act.

Sent to Celler

The Commission sent Celler the same legal memo supplied recently to House Commerce Committee chairman Harris (D., Ark.). The Commission said this "summarizes the basis" for its conclusion that it "has the statutory power to authorize" toll television. The FCC's recent letter to Harris was more guarded on this point. It said it had authority to order tests of toll TV, though comments coming in to the Commission now might indicate the need for additional authority. It also said it would put off any decision on its authority to okay toll TV permanently.

Answering comments are due tomorrow on the toll TV statements filed with the FCC July 8.

Okay Pay-TV

(*Continued from page* 1)

council voted 11 to two to approve the franchise with amendments voted during the session.

The joint application by FWC and Telemeter marks the first line-up of a major circuit with toll-television in the industry's history, and is a forerunner to the formation by these companies of a new toll-television corporation which they will own and operate on a 50-50 basis.

Telemeter vice-president Louis A. Novins told MOTION PICTURE DAILY after the meeting, "this joint action by our companies is sure to have far-reaching effects. Exhibitors all over the country are not going to sit still and let pay-television get away from them."

Rhoden-Novins Statement

In a joint statement released to the press, National Theatres president Elmer Rhoden and Novins said, "It is our desire to be in the forefront in the development of this exciting new method of presentation of entertainment and to continue to bring the best in entertainment to the communities we serve, through whatever medium is most convenient and acceptable to the public. The combined efforts FWC and Telemeter in Los Angeles will bring together in a new medium as it develops two organizations experienced in serving the public and the entertainment field.

"In connection with this proposed franchise, we shall seek to obtain for the people of Los Angeles the best attractions in all fields of sports and entertainments."

L. A. Would Welcome Dodgers

Franchise terms and terminology approved by the council are not specifically for Skiatron, Inc., although that concern initiated its preparation by making application some months ago. This was among the moves by Skiatron in connection with the proposal to move the Brooklyn Dodgers baseball team to Los Angeles, which proposal is warmly seconded by Los Angeles Mayor Norris Poulson.

Accordingly, the franchise has had swift handling by the city departments and in council meetings, with the result that it leaves extraordinary latitude to prospective franchise holders. Two amendments adopted at Friday's council session do not materially alter this circumstance.

Bond Is Increased

The first amendment adopted raises the required "performance bond" for franchise holders from $25,000 to $100,000.

The second amendment adopted opens the way for the city to receive more than the stipulated two per cent of the total gross revenue of any franchised pay-television system, by amending the wordage to allow for buyers to raise that figure.

Hahn, Hollander Opposed

Councilman Gordon C. Hahn and John C. Hollander, who cast the only votes against approval, had argued against dispatching the matter with such haste that all its aspects and ramifications could not be canvassed.

The franchise goes now to the city attorney for editing, and will be reported back to the council for final approval and advertising for sale. At a suitable date, not specified, the franchise will be offered in open council to the highest bidder. As it is non-exclusive, council members said they do not expect high amounts to be bid, although the franchise will contain a minimum figure, not yet fixed, which the council will consider adequate.

Cost to See Dodgers Play About 75c, Doff Guesses

From THE DAILY Bureau

HOLLYWOOD, July 21. — When asked by Councilman Hahn, at the pay-TV hearing on Friday, "How much will I have to pay to see the Dodgers play," Skiatron vice-president Jerome Doff replied that he didn't exactly know, but would hazard a free guess—"about 75 cents."

Jack Warner Pledges

(*Continued from page* 1)

mount Theatres executives gathered for the launching of Warner Brothers Kaiser-sponsored new hour-long Western series "Maverick," which debuts over the ABC-TV network Sept. 22.

Commenting on the unique three-way partnership behind the new series, Warner assured the assembled group that "the same high quality of production which has marked Warner Brothers leadership in the field of motion pictures will be squarely behind the production of 'Maverick.'

"In the past two years," he continued "since we first entered the field of television, we have become convinced that the horizons of the medium are limitless. In line with this, Warner Brothers is pledging itself to expand with television. We are adding not only physical facilities but we also are adding the invaluable experience and production know-how necessary to meet the challenging opportunities of television."

Leonard Goldenson, president of AB-PT, and Oliver Treyz, vice-president, of ABC-TV, spoke on behalf of the network.



TRANSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC

Coming! United's superior new low-cost service . . .

DC-7 CUSTOM COACH



NONSTOP NEW YORK-LOS ANGELES

Starts June 9, fare only $99*

NEW YORK-CHICAGO-LOS ANGELES

Starts July 11, fare New York-Chicago only $33*, Chicago-Los Angeles only $76*

UNITED AIR LINES ★ **DC-7 CUSTOM COACH**



It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring —

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent. *Fares plus tax. Local times quoted.

STARTS JUNE 9

Nonstop service lv New York 11 a.m., arr Los Angeles 4:35 p.m.

STARTS JULY 11

Lv New York 10:30 a.m., lv Chicago 1:10 p.m., arr Los Angeles 5:25 p.m.


20th calls your special attention to a motion picture in the great tradition of
The Song of Bernadette /
The Keys of the Kingdom /
A Man Called Peter /
Heaven knows, Mr. Allison
SEA WIFE
COLOR by DE LUXE
CINEMASCOPE
starring
and introducing
JOAN COLLINS-RICHARD BURTON-BASIL SYDNEY-CY GRANT
Produced by ANDRE HAKIM • Directed by BOB McNAUGHT
From the Novel "SEA-WYF" by J. M. SCOTT • Released by 20th Century-Fox
READY IN AUGUST!
CALL 20th NOW!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 15 NEW YORK, U.S.A., TUESDAY, JULY 23, 1957 TEN CENTS

VOGEL MOVES TO OUST TOMLINSON, MEYER

To Ask Stockholders for 'Management Board' on Sept. 12

NT-Telemeter Studies Other Pay-TV Areas

By WILLIAM R. WEAVER

HOLLYWOOD, July 22. — The entire National Theatres circuit, as well as its Fox West Coast Theatres division, which was named unilaterally as co-applicant with Telemeter for a Los Angeles pay-television franchise, is party to an agreement with Telemeter for the same joint procedure in other areas where a decision to seek pay-television franchises may be made, MOTION PICTURE DAILY has learned.

No specific territories are on the schedule for immediate action, an NT spokesman said, and it appears likely that the expansion time-table will be

(*Continued on page 3*)

Toll Television Briefs Are Filed with FCC

From THE DAILY Bureau

WASHINGTON, July 22 — Today was the deadline for the filing of answering comments with the Federal Communications Commission to opinions entered on July 8 as to whether or not the Commission should authorize tests of toll television. And once again the FCC was the recipient of reams of printed matter on the subject.

For the opponents briefs followed generally the theme that current wire tests make FCC action on broadcast

(*Continued on page 7*)

Television Today

Page 7

SW 39-Week Net Up 33%

In each quarter of its current fiscal year Stanley Warner Corporation and its subsidiaries, including Stanley Warner Theatres and Cinerama Corp. has shown progressive improvement in profit as compared with corresponding periods in the previous year with the result that net income for the 39 weeks ended May 25 is up 33 per cent over 1956. This was announced yesterday by S. H. Fabian, president of the company.

Theatre admissions and merchandise sales, rents from tenants and

(*Continued on page 2*)

Split Profits to Assure Equalization: Bertero

Special to THE DAILY

SAN FRANCISCO, July 22. — A defense witness in Samuel Goldwyn's anti-trust suit had a faulty memory corrected here yesterday from the bench by U.S. Judge Edward P. Murphy. The witness was John B. Bertero, president of Fox West Coast Theatres, who last week testified he

(*Continued on page 3*)

Charges Pair, with Aid of L. B. Mayer, Obstruct His Efforts to Manage Loew's; Says Three Directors Resigned in Week

The long-threatened showdown between Loew's management, headed by president Joseph R. Vogel, and the Joseph Tomlinson-Stanley Meyer-Louis B. Mayer axis for control of the company, burst into the open yesterday when Vogel issued a call for a special meeting of Loew's stockholders on Sept. 12 for the express purpose of removing Tomlinson and Meyer from the board of directors.

Vogel said the stockholders, in addition, will be asked to enlarge the board from 13 to 19 members and to give management an effective working majority of directors. To this end, Vogel said, "a full slate of candidates of the highest standing in their respective fields will be presented" to the holders for election at the special meeting.

In a move believed to be without precedent in corporate annals in the industry, Vogel issued a statement to the press yesterday charging that Tomlinson, said to be the largest individual stockholder in Loew's; and his associate Meyer, "with the constant guidance" of Mayer, former

(*Continued on page 6*)

Aboaf Finds Tax Problems in Asia

By JAMES JERAULD

Taxation problems in the Near East and Far East are troubling the motion picture industry and in Japan there is a leveling off of business due to limited foreign exchange, but the overlook is bright, Americo Aboaf, foreign general manager of Universal-International, said here yesterday following his return from a 12-week round-the-world tour during which he visited 15 countries.

As a result of the upsurge of nationalism in some countries there is an increasing tendency to regard all money transferred to the United

(*Continued on page 2*)

Text of Vogel Statement

Following is the complete text of the statement issued yesterday by Joseph Vogel, president of Loew's, Inc., on the company's internal problems:

"On behalf of Loew's Inc., I am calling the Stockholders into a special meeting September 12th to remove Joseph Tomlinson of Canada and his associate, Stanley Meyer, from the Board of Directors. Tomlinson and Meyer, with the constant guidance of Louis B. Mayer, have been actively attempting to seize control of this great public company and against the interests of the Stockholders. The Stockholders and the entire motion picture industry are well aware of Mayer's record when he was in supreme command at the studio. During his tenure of 27 years he received over Twenty Million Dollars in compensation. In the last three years of Mayer's sole authority as the studio's head in 1947, 1948 and 1949 the pictures released lost about Nine Million Dollars. This is the man who, at the age of 72, is attempting to recapture his position through the Tomlinson-Meyer machinations.

"The attack inspired by this man and led by Tomlinson and Meyer has virtually paralyzed the ability of the Board of Directors to function. The policies and programs of the

(*Continued on page 6*)

Highlights of Vogel Statement

¶Calls stockholders' meet Sept. 12 to remove Joseph Tomlinson and Stanley Meyer from board.

¶Will ask board enlargement from 13 to 19 seats with effective working control for management.

¶Reports resignations from board of Ogden Reid, Frank Pace, and George Brownell as result of discord due to Tomlinson efforts to make Meyer president, himself chairman and Louis B. Mayer their paid adviser.

¶Contends attack by Tomlinson and Meyer has "paralyzed the ability of the board to function" and management has been "circumvented" to the extent that the welfare of the company and the investment of stockholders have been threatened.

PERSONAL MENTION

DR. HERBERT T. KALMUS, president of Technicolor, Inc., will return to New York today from Europe aboard the "United States."

•

TONY KIMMINS, British director, arrived in New York yesterday from London via B.O.A.C.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, will return to New York today from Washington.

•

EDDIE FISHER will return to New York today from London via B.O.A.C.

•

GEN. JOHN HILLDRING, president of General Aniline and Film Corp., will return to New York today from England aboard the "United States."

•

W. E. OLIVER, head of the technical film department of B.O.A.C., has arrived in New York from London.

Warner Breaks Ground For TV Studio Building

Ground breaking ceremonies for a million-dollar building designed to provide a modern and complete administrative headquarters for television films production were conducted yesterday at Warner Bros. Studios in Burbank. The new building will provide facilities for the executive, writing and editorial staffs for between ten and fifteen major full-hour and half-hour filmed television shows in work simultaneously.

In the ground breaking ceremonies, Jack L. Warner, president of the company, emphasized that the newly launched structure is the first project in a continuing building program for future television films production.

The new building is being constructed on a 135 by 140 foot area in the northeast section of Warner Bros. Studios, fronting on Warner Boulevard. The two - story structure will contain 6 office suites, with 130 individual offices. Among other fully equipped facilities, the building also will house 26 film editing rooms and four spacious projection rooms.

'Noak's Ark' Bow Set

Dominant Pictures' "Noah's Ark" will have its premiere simultaneously at approximately 100 key neighborhood and first run houses starting July 31 in the Eastern Pennsylvania, Southern New Jersey and Delaware tri-state areas.

Tax Problems in Near East

(*Continued from page* 1)

States as straight profit which should be subjected to taxation, Aboaf told a press conference. To remedy this situation, Aboaf favors the appointment of industry public relations men whose duty it would be to familiarize the public with the way the income is divided and to keep the public and government officials familiar with general problems. At present, he pointed out, American company managers and salesmen are in contact principally with exhibitors and the field of public relations is neglected.

Aboaf attended conventions of managers, salesmen and bookers in Italy, Germany and France.

Almost everywhere he went, he said, he found domestic production on an increase and many new theatres built or building. This new building, he said, increases film business in some places and in others levels it off by spreading it among more theatres.

Iran is one of the places where business increased. A fine new theatre brings in audiences that had not attended theatres in the past in Iran. In Japan, where good theatres were numerous before the World War II, the effect has been the opposite.

India is the second country of the world in volume of production at present, Aboaf said. Business is in a state of readjustment in Japan. After the war heavy expenditures were made for capital goods to replace war losses, so now the country finds itself short of hard currencies and is limiting spending for imports. The Asiatic flu has affected nearly 200,000 persons, he said, but there has been very little closing of theatres for this reason.

The demand of native producers for protection against imported films also is a factor in Hong Kong, Pakistan and Singapore. The Malay states are now independent and that also introduces a new factor.

Conditions are unsettled in Indonesia, as there is a big business in contrabrand rubber in Sumatra.

Miss Mansfield to Visit 35 Cities for 'Hunter'

Jayne Mansfield will visit more than 35 U. S. and Canadian cities on behalf of 20th Centuryl-Fox's "Will Success Spoil Rock Hunter," the actress' new comedy based on the Broadway stage play.

Miss Mansfield will start her tour on Thursday in Minneapolis and will follow this visit with appearances in Milwaukee, Chicago, Cleveland, Cincinnati, Detroit, London, Ont., Toronto, New York. Mt. Vernon, N. Y., White Plains, New Rochelle, New Haven, Bridgeport, New London, New Bedford, Fall River, Springfield, Mass., Providence, Boston, Newark, Trenton, Elizabeth, New Brunswick, Philadelphia, Wilmington, Del., Atlantic Citv, Elkton, Md., Chester, Pa., Aberdeen, Md., Baltimore, and Washington, D. C., among others.

Mamoulian Is Chairman Of '57 Eastman Festival

Rouben Mamoulian, director whose latest is "Silk Stockings" for M-G-M and who started his career in the Eastman Theatre of Rochester at the invitation of the late George Eastman, has accepted an invitation to be chairman of the committee for the second Festival of Film Artists to be held Oct. 26 in Rochester.

At the festival the George Eastman Medal of Honor will be presented for outstanding contributions to the art of American motion pictures within the period from 1926 to 1930.

SW's Income

(*Continued from page* 1)

other income for the 39 weeks ended this year amounted to $83,808,700 as compared to $70,780,400 for the corresponding period in 1956.

Net profit for all the company's divisions for the 39-week period this year amounted to $2,699,600 after all charges, including depreciation and amortization of $3,671,600 and $3,075,000 for federal and foreign income taxes. This profit is equivalent to $1.25 on the 2,153,099 shares of common stock outstanding.

This compares with net profit for the 39-week period ended May 26, 1956, of $2,029,200 after all charges including $3,649,300 for depreciation and amortization and $2,400,000 for federal and foreign income taxes. The profit for the 1956 period was equivalent to 94c per share on the 2,166,-800 shares of common stock outstanding.

Fabian also reported yesterday on income for the quarter ended May 25. Net profit for that period after all charges was $691,800 as compared to $400,100 earned in the same period one year ago. This is equivalent to 32c per share on the common stock outstanding as compared to the 18c per share on the then outstanding shares for the third quarter of 1956.

Theatre admissions and merchandise sales, returns from tenants and other income for the quarter ended May 25 amounted to $28,108,742 as compared with $23,415,444 for the same period in the previous year.

MPAA Appeal Board Invitations Out Soon

From THE DAILY Bureau

WASHINGTON, July 15.—Invitations will probably go out in a week or ten days to exhibitors and independent producers to serve on the Motion Picture Association's Production Code Appeal Board.

An MPAA official said the plan was to invite six leading exhibitors and four representatives of independent producers to serve with the ten MPAA members.

MPAA officials have been working up lists of likely candidates for the ten new non-MPAA positions, and a decision will be made and invitations likely sent out before Aug. 1.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

...NEXT TIME IN NEW YORK
BOURBON STREET
IN PERSON
TURK MURPHY
AND HIS SAN FRANCISCO JAZZ BAND
330 E. 56 ST. • EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS • ROAST BEEF • STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

John Bertero

(*Continued from page* 1)

was the "one living person in the company" who knew more about Fox pools, profit splitting arrangements, their history and organization than anyone else.

Under persistent questioning by Joseph L. Alioto, counsel for Goldwyn, the witness steadfastly insisted that he had no recollection of the reason why the Metropolitan Theatres Corp. gave the United Artists Circuit 25 per cent of the profits of the Los Angeles Theatre in down town L.A. when UA had no apparent interest in the house's operation.

Schencks' Role Eyed

Alioto was attempting to bring out that the reason was the influence of UA president Joseph Schenck exercised on his brother Nicholas Schenck, head of Loew's, Inc., to get first run Metro product for the Los Angeles.

It was when Arthur B. Dunne launched a barrage of objections that Judge Murphy remarked: "I am frank to say that 25 per cent is a pretty big cut in any league and I am surprised that Mr. Bertero does not remember. I hope the witness' memory is refreshed after the recess I am now calling."

When court reconvened Bertero testified that UA, with which FWC had a profit-sharing arrangement in the operation of two other down town Los Angeles houses, the Loew's State and United Artists, objected to FWC, its pool partner "competing" with theatres in which they were jointly interested. Therefore, the witness admitted the 25 per cent profit split awarded UA by the Los Angeles theatre was made in order to "equalize" the UA position.

Queried on Restrictive Clause

At another point in yesterday's session, Alioto asked Bertero if at any time after 1936 during sales of Fox property was there a restrictive clause included in the bill of sale prohibiting the future use of the property as a theatre. The witness replied empathically in the negative.

"Was such a restrictive clause ever discussed in such sales? Alioto asked.

"Absolutely not, answered Bertero and Alioto then introduced into evidence a memo dated Feb. 3, 1950 addressed to Bertero and the late Charles Skouras concerning the sale of a theatre in Richmond. It was signed by W. H. Lollier, then head of the Fox real estate department and said, in part;

Lollier Reply

"The purchaser agrees that the premises are not to be used for theatrical purposes, but are to be remodeled for commercial purposes."

By way of explanation Bertero said the memo was typical of Fox employees in the "lower echelons." Alioto then asked what salary Lollier drew as head of the real estate division.

"His salary $350 a week," the witness answered.

U. S. Theatre Admissions Continued on Rise in 1956

By J. A. OTTEN

WASHINGTON, July 21—American spending on motion picture theatre admissions continued last year the slow increase that's been going on since the low point of 1953.

The Commerce Department estimated that spending on motion picture theatre admissions in 1956 amounted to $1,298,000,000, compared with $1,286,000,000 the year before. From a high mark of $1,692,000,000 in 1946, consumer spending on this item fell steadily to a post-war low of $1,227,000,000 in 1953. Since then it's been inching back up.

The figures were contained in the Department's annual "National Income Number" of the Survey of Current Business, summarizing major economic trends during the previous year.

9.4%, Down from 9.9%

Despite the upturn in the dollar figure for admissions, the share of total recreation spending going to this category dropped. In other words, total recreation spending increased considerably faster than did the spending on motion picture admissions. The Commerce survey showed that last year film admissions accounted for just under 9.4 per cent of total recreation spending, compared to almost 9.9 per cent in 1955.

This was a continuation of recent trends. In 1953 and 1954, theatre admissions accounted for just over 10 per cent total recreation spending. Back in the 1930's and early 1940's, it accounted for well over 20 per cent.

The report said spending on radio and television sets, records and musical instruments went up from $2,338,000,000 in 1955 to $2,442,000,000 last year, while radio and television repair costs increased from $664,000,000 to $756,000,000.

Industry Contributed $998,000,000

All branches of the motion picture industry contributed $998,000,000 to the national income last year, compared to $981,000,000 in 1955 and a low of $819,000,000 in 1953. The industry paid its employes $797,000,000 last year, compared with $784,000,000 the year before. The average number of full-time and part-time employes continued to drop last year, falling from 228,000 in 1955 to 222,000. Average annual earnings of full-time employes continued to rise, however, going from $3,678 in 1955 to $3,830 last year.

The survey did not have any 1955 or 1956 figures on sales, dividends and other items, but did for the first time give 1954 figures. It showed a big jump in corporate income before federal and state income and excess profits taxes, from $65,000,000 in 1953 to $127,000,000 in 1954. Tax liability rose from $47,000,000 to $74,000,000, leaving corporate income after income and excess profits taxes at $53,000,000 in 1954, compared with only $18,000,000 in 1953. Net corporate dividend payments in 1954 remained at the 1953 level of $36,000,000, while undistributed corporate income amounted to $17,000,000, compared with a minus $18,000,000 the previous year. Corporate sales rose from $1,850,000,000 in 1953 to $2,049,000,000 in 1954.

For radio and television broadcasting, the picture was quite different. The industry in 1956 contributed a record $669,000,000 to the national income, up sharply from the $589,000,000 of 1955. Compensation of employes rose from $465,000,000 to $518,000,000, and the average number of full-time and part-time employes rose from 79,000 to 85,000. Average annual earnings per full-time employe rose from $6,333 to $6,584.

The broadcasting industry's corporate income before income and excess profits taxes in 1954 dropped to $93,000,000 from $105,000,000 in 1953. Taxes increased from $57,000,000 to $60,000,000.

USIA's Film Division Budget Slashed 29%

From THE DAILY Bureau

WASHINGTON, July 22 — The U.S. Information Agency's motion picture division will operate this year on a budget 29 per cent below last year's, due to Congressional cuts in the USIA's overall appropriations. The USIA got only $96,200,000 for the year that started July 1, compared with $144,000,000 that it sought and $113,000,000 which it actually had last year.

Director Arthur Larson told a press conference today that this would mean that the international motion picture division would operate this year on only $5,150,000, compared with $7,300,000 last year and with $9,446,000 which it would have had under the original USIA budget request for this year.

Larson said he did not have specific information on how the film division's activities would be cut back. Like all USIA divisions, it will probably cut down on its activities in South America, the Far East and Western Europe, he said, and give primary emphasis to Iron Curtain areas, the Middle East and Africa. Increased activity is likely in Africa, he indicated.

The largest percentage cut for any media went to television, which will operate on $567,000, 76 per cent below last year's $2,380,000. Larson explained that this was because television exists chiefly in Europe, where there is a de-emphasis, and doesn't exist in the areas now being given primary stress by USIA.

UA Stock Rises On Big Board Here

United Artists common, listed on the New York Stock Exchange for the first time July 17 has shown a steady increase since then. It closed Wednesday, the first day, at 22⅞ with a volume of 6,000 shares. Thursday it closed at 23⅝ and Friday at 24¾. The closing price yesterday was 25 with a turnover of 15,100 shares.

NT-Telemeter

(*Continued from page* 1)

governed by Los Angeles' experience with pay-television.

The National Theatres agreement with Telemeter will be more fully spelled out when the new toll-television corporation, in which they are to be equal partners, is incorporated. Whether the agreement will bind the companies to proceed jointly in areas other than those in which National Theatres operates is not yet made clear.

Inquiries Said to Be Numerous

Telemeter officials, already in regular touch with many major theatre circuits in consequence of its Telemeter demonstrations conducted at the plant here for visiting exhibitors, have been under steady telephone and telegraphic inquiry from all sections of the country today as news of the joint application to the city council on Friday spread.

Telemeter vice-president Louis A. Novins said, "Talks are in various stages of progress with a large number of exhibitors, but we are a conservative company, and will not give out names until deals are completed and joint announcements can be made, as was done on this occasion with National Theatres."

Pledges by 59 Circuits For Will Rogers Drive

Fifty-nine circuits, including most of the majors, have to date pledged participation in the combined audience collection-Christmas salute for the Will Rogers Hospital. This includes 2,000 indoor and drive-in theatres, which have pledged 100 per cent cooperation.

In most theatres collections will be taken during the week beginning Wednesday, Aug. 7, but a few theatres will designate a different week in August to coincide with stronger programs. Stanley Warner, Loew's and RKO are collecting for a full week and some other circuits are collecting for two consecutive weekends.

The Boston, Chicago, Minneapolis and San Francisco exchange areas will hold their collections later in the year because of conflict in commitments previously made for other drives. Detroit is the only territory not conducting audience collections.



PARAMOUNT'S GOT THE

who are belting out today's to

ELVIS PRESLEY

IN

"LOVING YOU"

A Hal Wallis Production · Technicolor® · VistaVision®

He sings up a storm of business in every town! These are just a few of the kick-off results of typical engagements:

5-YEAR OPENING RECORD SMASHED
at the Paramount, Atlanta . . .

190% OF PARAMOUNT'S BIGGEST GROSSES
at Palmetto, Columbia, S.C. . . .

BIGGEST OPENING IN TWO YEARS
at the Fox, Detroit . . .

150% OF TOP PARAMOUNT BUSINESS
at the Carolina, Charlotte . . .

125% OF TOP PARAMOUNT BUSINESS
in 21 multiple theatre Boston first run . . .

All this in addition to the whirlwind business of 84 multiple theatre first showings in New York City – the topped top-business in Chicago's 50 multiple theatre first runs and the terrific grosses that ran ahead of anything in years throughout the four-state area of Mississippi, Tennessee, Arkansas and Kentucky!



TOP BOXOFFICE FIGURES

boxoffice records everywhere!

JERRY LEWIS

IN "THE

DELICATE DELINQUENT"

VistaVision®

Not only the funniest, but it's now proved the money-est picture Jerry's ever made! Here's how it's raking in the boxoffice revenue in opening after opening:

150% OF JERRY'S TOP GROSSES
at Keith's, Washington . . .

150% at the Chicago, Chicago . . .

150% at the Saenger, New Orleans . . .

133% at the Albee, Cincinnati . . .

125% at the Paramount, Buffalo . . .

125% at the Fox, Atlanta . . .

100% at the Stanley, Pittsburgh . . .

Scores of other engagements are maintaining a similar pace—and assuring every exhibitor that he can look forward to bigger crowds and stronger dollar results than Jerry has ever brought to his boxoffice!

Paramount Pictures ®

Vogel Seeks a Showdown with Tomlinson

Says Canadian Wants Meyer As President

(*Continued from page* 1)

head of the M-G-M studio, "have been actively attempting to seize control of this great public company, against the interest of the stockholders."

Frankly and fully laying bare the internal turmoil that he charged "has virtually paralyzed the ability of the board to function," Vogel asserted that "The policies and programs of management have been obstructed. The equity of investors is being endangered."

He said that within the past week three directors, Ogden Reid, Frank Pace and George Brownell, resigned "in the atmosphere of frustration, wrangling and stalemate created by this drive for power."

The aim of the dissidents, Vogel said, is to make Meyer president of Loew's, Tomlinson chairman of the board, and Mayer "a paid adviser under contract to the studio."

Sees It 'Price for Peace'

"This proposition," Vogel added, "in various forms, has constantly been proposed as the price for peace."

He related that he had acquiesced to the naming of Tomlinson and Meyer to the board last February to avoid a threatened proxy fight and in the belief that, with four other nominees of Tomlinson's, harmony might be achieved. This resulted in a virtually evenly divided board with Vogel as the only experienced industry executive, and Reid as the thirteenth, or "neutral" member. Pace and Brownell were regarded as management members.

Vogel noted that Tomlinson, at the time, had said the situation was a "satisfactory reconciliation" and had said he was "very happy to sit with Mr. Vogel and we selected what I think is a very fine board."

Charges 'Secret Caucus'

Nevertheless, Vogel continued, "That very day Tomlinson and Meyer set up a secret caucus and tried to swing incumbent directors behind his plan to make him chairman, and Stanley Meyer president in my place."

Vogel went on to recount how Tomlinson and Meyer moved into the Loew's home office with a staff of lawyers and accountants last winter and "proceeded upon a carefully calculated scheme of harassment and attack."

Vogel said he had remained silent in the face of such tactics until "it became clear that more injury would be done to our company by paralysis than from exposure," at which time he decided, "with the advice of directors, executives and stockholders who share my sense of obligation to the company, its owners, its personnel and the public itself," to submit the facts to the stockholders.

Efforts 'From Time to Time'

Vogel said that with the virtually evenly divided board, and with some members residing at distant points and unable to attend all meetings, efforts to swing the directors present against management were made by Tomlinson from time to time.

Vogel said that his own efforts to effect economies, inaugurate changes and improvements designed to restore the company to its traditional position of eminence in the industry, were repeatedly interrupted by the necessity of answering the Tomlinson-Meyer-Mayer attacks and criticisms.

Vogel said he will report to the special stockholders meeting "in detail on the progress of our management despite harassment, and I shall

Six Months o Scare Tactic Are Describe

be frank and say much more co have been done if I had not b obstructed."

Threatened Proxy Fight

Tomlinson, a Canadian contrac and industrialist, broke into print l December when he called a pr conference in New York and leased a letter he had written Vogel demanding the resignations five management directors from Loew's board under the impli threat of a proxy fight. Tomlins claimed he held 250,000 shares Loew's. Present at the press conf ence with him was Meyer, who is son-in-law of Nate J. Blumberg, boa chairman of Universal Pictures, a a television film producer.

Statement by Vogel on Loew's Problems

(*Continued from page* 1)

Management have been obstructed. The equity of investors is being endangered.

"At the special meeting which is being called the Stockholders will also be asked to enlarge the Board from 13 to 19 seats, and to fill the new and vacant posts so that an effective working majority of independent directors can be given to management. A full slate of candidates of the highest standing in their respective fields will be presented.

Points to Resignations

"No lesser measures appear possible. Within the past week, in the atmosphere of frustration, wrangling and stalemate created by this drive for power, three members of our Board resigned. They are Mr. Ogden Reid, Mr. Frank Pace and Mr. George Brownell.

"I had thought that Mr. Tomlinson's large stockholding might be an assurance of co-operation, but events have shown that his real ambition was to make Stanley Meyer President, himself Chairman of the Board, and Louis B. Mayer, the guiding spirit in all this, a paid adviser under contract to the Studio. This proposition, in various forms, has constantly been proposed as the price for peace. Unfounded stories of the Company's financial distress have been spread while Tomlinson himself turns down bids for his stock at substantial gains. Due to the fact that many directors come from different parts of the country, some could not attend every meeting. Any absence shifted the majority of the closely divided Board, prevented the effective operation of the Company, and subjected the officers of the Company to dire threats of seizure of control. In such an atmosphere, intrigue, conspiracy and political manipulation took the place of constructive business effort. Such an incident occurred at the last meeting of the Board on July 12th when several directors could not attend. Under these circumstances an individual representative of a management consulting firm was "used" to suggest to the Board that it remove me and other key executives.

"The bad faith of Tomlinson and Meyer's activities was revealed clearly immediately after the last Stockholders' meeting on Feb. 28th. It is a matter of record that Tomlinson and his associates began an open assault on Loew's some seven months ago, shortly after I assumed the presidency. Most of their charges were directed at the prior administrati They ignored the fact that I had ready launched a thorough-going pr gram to bring the company back its former eminence.

Recounts Reforms

"After Mr. Nicholas M. Schen resigned, I terminated the contra of Dore Schary. Housecleaning w the order of the day and I to action on many matters, including t charges of nepotism. I speeded o television licensing and created organization at the Studio to produ directly for TV. I established a poli of making all purchases through co petitive bidding. Our staff work around the clock seven days a we to accomplish the important thin that had to be done. I shall repo in detail on the progress of o Management despite harassment, an I shall be frank and say much mo could have been done if I had n been obstructed.

"To avoid a proxy fight with M Tomlinson last winter, and reconci differences, I supported a harmo plan which in effect gave Tomlinso six members of the Board, thus crea ing a virtually evenly divided Boar with only myself as an experience

(*Continued on page* 7)

Meet Asked: Tomlinson Meyer and Mayer Silent

Joseph Tomlinson, Loew's director, commenting on yesterday's statement of Joseph Vogel, Loew's president, stated that a meeting of the board has been requested and added, "I am interested in the welfare of the corporation."

Stanley Meyer, also a director, reached in Hollywood on his reaction to the Vogel statement, replied to Motion Picture Daily with the two words, "No comment."

In Hollywood efforts to reach Louis B. Mayer for a statement were also unsuccessful.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT
321 West 54th Street
New York 19
New York

GEVAERT
150 No. Wacker Drive
Chicago 6
Illinois

GEVAERT
6370 Santa Monica Blvd.
Los Angeles 38
California

GEVAERT
9109 Sovereign Row
Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St. West
Toronto 2-B
Ontario

Professional MOTION PICTURE FILMS *release positive*

Television Today

Briefs to FCC

(*Continued from page 1*)

equencies unnecessary. Chief pro-onent filing was Zenith Television orporation.

The National Association of Radio nd Television Broadcasters said the test round of arguments clearly owed that meaningful tests were not ossible. The three proponents have ne thing in common, NARTB said—ey don't really want a test. "Two y it is unnecessary and the third, hile ostensibly supporting tests, pro-oses conditions and expenditures of ich magnitude that in effect a per-anent installation is proposed," the ARTB declared. It said the gravity f the situation and the doubts of the roponents leave the FCC only one ourse of action—to seek further au-hority from Congress.

Joint Committee Files

The Joint Committee on Toll elevision argued that any additional nformation the FCC wanted could e gotten from current wired experi-ents, without using the channels of ree television. It said the usefulness f this information would be no less han that of information obtained rom limited tests on broadcast fre-uencies.

American Broadcasting Co. said he proponents of toll TV had not et the burden of showing that the ests should be authorized or that ubscription TV would be in the pub-c interest. It declared that recent evelopments have emphasized that ongress should be given adequate pportunity to decide on the basic olicy issue before toll TV is au-horized. The network also argued that elemeter, Skiatron and Jerrold all pposed tests, while Zenith favored test only if it would be a mammoth ne. "The commission is therefore ack at the point from which it tarted," it said.

'Abandon the Idea,' Says CBS

The Columbia Broadcasting System rief pointed out that all the briefs led earlier "confirm that the data or which trials are proposed may oon be furnished by the operation f wire systems. Under these circum-tances we submit the Commission hould abandon the idea of trial emonstrations." CBS said further hat nobody—neither opponents nor roponents—wants limited trial demon-trations. "We believe, therefore, that he concept of trial demonstrations hould be abandoned."

NBC Holds Information 'Sparse'

The National Broadcasting Com-any questioned whether "the sparse nformation filed by the proponents of ay television on the specific ques-ions raised by the Commission has ade a significant addition to the resent record." It also repeated its stand that Congress must still decide the "basic policy issues underlying the approval of any pay - television system."

Jerrold Electronics, backer of a wire system, told the FCC that the three major proponents of toll TV have acknowledged that they don't really want a test operation. All have agreed, Jerrold said, that pay TV can be furnished by wire. The public has nothing to gain by tests, since all the information the FCC requires can be obtained from wire service, Jerrold said. It renewed its offer to furnish regular reports on the Bartlesville, Okla., tests.

Zenith Radio Corporation said that the "most significant fact brought out by the comments is that subscription TV is inevitable no matter what action the Commission takes." It warned again that further delay by the Commission may result in the establishment of wired TV, which could "destroy television as we know it." Therefore, Zenith said, "we must be given an immediate opportunity to commence initial operations."

Skiatron and Telemeter did not file any comments today, believing that the ground had been covered in their earlier comments.

Bids Start for S. F. Toll-TV Franchises

Special to THE DAILY

SAN FRANCISCO, July 22.—Pay-as-you-go television promoters have started to woo the city fathers.

From Hollywood Jerome L. Doff, Skiatron's general manager, wired city attorney Dion Holm saying the firm is "applying herewith" for a franchise and that a formal bid and suggested terms will follow in a few days.

International Telemeter Heard

A more guarded inquiry about toll-TV franchises came almost simultaneously from Lloyd W. Dinkelspiel, local attorney for International Telemeter Corp. He said the firm is toying with the idea of beginning operations in this area but has "not yet made up its mind."

Next came a franchise inquiry from the local law firm of Cooper, White and Cooper. The firm did not disclose its client's identity, but it was noted that Cooper, White and Cooper are the attorneys for KRON-TV, the locally-owned (San Francisco Chronicle) NBC outlet.

'Lay Your Cards on the Table'

To all inquiries Holm issued the same instructions, which amounted to: "Lay your cards on the table, and let's see what you have to offer." Holm maintatins it is the city's privileeg to grant toll-TV enterprises the right to serve San Francisco customers. But that right, he added, will have its price in fees and the board of supervisors will have to approve the terms.

Text of Vogel's Statement

(*Continued from page 6*)

executive in the motion picture industry.

"Speaking to the Stockholders at that annual meeting, Tomlinson said the situation was 'a satisfactory reconciliation,' and added 'I was very happy to sit with Mr. Vogel and we selected what I think is a very fine Board.'

"That very day Tomlinson and Meyer set up a secret caucus, and tried to swing incumbent directors behind his plan to make him Chairman, and make Stanley Meyer President in my place.

"After promising the Stockholders peace, Mr. Tomlinson and Mr. Meyer, directed behind the scenes by Mr. Louis B. Mayer, were using their new position to continue their plan for seizing control of the company. Mr. Tomlinson and Mr. Meyer moved into our building and with a group of lawyers and accountants, proceeded upon a carefully calculated scheme of harassment and attack. They called for records and documents of the company, some of them twenty years old, and were deliberately insulting to our personnel. Mr. Tomlinson sent letters daily to all directors, making serious charges. I was on the coast, cutting two and one-half million dollars from our studio costs, revising our production schedule in an effort to make motion pictures of boxoffice value. Each night I was harassed from New York by stories of the bombardment of baseless accusations by Tomlinson and the replies which had to be sent by me pointing out the recklessness and inaccuracy of this letter campaign. Nevertheless, I instructed that all records be delivered to Tomlinson and they were. Every contract, expense account and record sent for was delivered promptly. Not a single impropriety was exposed, after weeks of research by Tomlinson, Meyer and their staff.

"I made the decision to call this special stockholders meeting with the advice of directors, executives and stockholders who share my sense of obligation to the company, its owners, its personnel and the public itself. Directors who have resigned have urged me to call a special meeting of the stockholders, for it was clear that the best interests of the stockholders and the company required that its owners should take the matter in hand.

"For a long time I remained silent. This was due to my desire not to expose our internal quarrels to public gaze lest this injure our company. Such forbearance was mistaken for weakness. As often is the case, it accelerated new attacks in the hope that one more blow might wear down the Management, cause resignations of Board members, and that our company might fall into the hands of the attackers. When it became clear that more injury would be done to our company by paralysis than from exposure, I determined to submit the facts to our stockholders.

"In the meantime I appeal to all artists, executives and employees to perform their duties enthusiastically. Ours is a great Company. I shall take all necessary steps to protect the Stockholders' interests. You and Management represent the only knowledgeable pool of manpower in this situation. When the Stockholders have spoken, we will be able together, and with added executive and artist power, to go forward unhampered by internal strife."



MADE FOR **TODAY'S** MARKET!

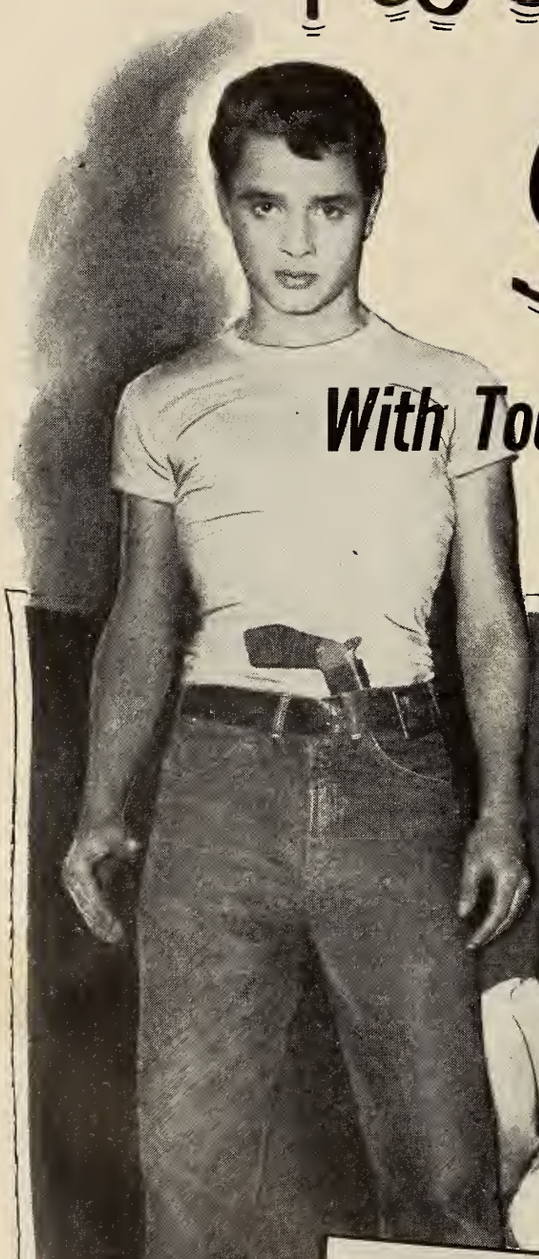
ROCK and SOCK 'EM





With Today's Hottest Young Star

SAL MINEO



READ THE TRADE RAVES ABOUT

DINO



"Sal Mineo, whose 'Rebel Without A Cause' and 'Somebody Up There Likes Me,' earned him rank in our Top-Ten-Stars-of-Tomorrow poll, proves himself a star-of-today in 94 tense minutes!"
—MOTION PICTURE HERALD

"Strong and swiftly paced. Should find a large, enthusiastic teen-age audience!"
—FILM DAILY

"So powerful many will be moved to tears!"
—HARRISON'S REPORTS

ALLIED ARTISTS presents

SAL **MINEO** in **DINO**

co-starring BRIAN **KEITH** SUSAN **KOHNER**

with FRANK FAYLEN • JOE DESANTIS • Produced by BERNICE BLOCK • Directed by THOMAS CARR • Screenplay by REGINALD ROSE

A BLOCK-KRAMARSKY PRODUCTION

Phone ALLIED ARTISTS Today!!!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 16 NEW YORK, U.S.A., WEDNESDAY, JULY 24, 1957 TEN CENTS

EDITORIAL

Industry Reaction To Loew's Moves

By Sherwin Kane

THE reaction of the industry on all levels to Joseph Vogel's move for a showdown with the Joseph Tomlinson-Stanley Meyer-Louis B. Mayer faction on whether they or management will conduct the company's affairs was one of admiration and deep-rooted satisfaction.

Vogel's call for a special meeting of Loew's stockholders on Sept. 12 to replace Tomlinson and Meyer and name an enlarged board of 19 members having a substantial majority in favor of management was immediately recognized as a bold stroke which brings the controversial internal situation into full public view and to its inevitable climax.

•

It is a courageous move and one which is likely to win many Loew's stockholders hitherto uncommitted to management's side.

Much of the widespread sentiment within the industry in Vogel's favor traces to the knowledge that, first, he has been doing an outstanding job and, secondly, the Tomlinson-Meyer-Mayer faction hardly is being fair in pursuing its obstructionist and diversionary tactics while Vogel's attentions necessarily are concentrated at the outset of his administration on the all-important task of getting the Culver City studio on a firm basis and into high gear.

Under the most ideal conditions that is a truly difficult task for any individual. Under the climate deliberately fostered on the Loew's board by Tomlinson and Meyer it is made a nearly impossible one.

•

But despite it, Vogel has brought the company a long way back on the road to good times. Given another year without interference, he could very likely turn the trick. If not, he would then, but not before then, be fairly answerable to the company's stockholders.

What he is entitled to is the fair chance he has not been given to date. That is the factor that earns him the backing of his industry colleagues and which, doubtless, will stand him in good stead with the stockholders of his company come Sept. 12.

New Drive-In Sound Ready

A "wireless" sound system which eliminates wiring, junction boxes and speaker posts will be used for the first time in the new Dover Drive-In now being built in a shopping center in Dover, N. J. Called "the world's first second story drive-in," the theatre will be operated by the Walter Reade circuit. Opening is planned for mid-September.

The new sound system is called a sound radiation system, employing transistor circuitry, and was developed and patented by Sol J. Levy, chairman of the Vido-Sound Cor-

(*Continued on page 6*)

Columbia Opens 3-Day Sales Meet Here Today

Columbia division managers and home office executives will begin a three-day series of meetings at the Savoy Plaza Hotel here today, with Rube Jackter, general sales manager, presiding. A. Montague, vice - president in charge of distribution, 11 home office executives, and 11 divi-

(*Continued on page 6*)

AA Signs with NSS To Make Accessories

Allied Artists Pictures Co. has concluded a three year agreement with National Screen Service to handle the complete manufacture and distribution of the film company's posters and accessories on a world - wide basis,

(*Continued on page 7*)

Well-Wishers Swamp Vogel

Loew's Proxy Contest For Sept. 12 Meeting

Call for Showdown with Dissidents Garners Wide Industry Approval

A proxy contest for control of Loew's, Inc. became a certainty yesterday with the disclosure by Joseph R. Vogel, president, that the corporation had formally filed with the Securities & Exchange Commission in Washington preliminary copies of proxy statements, as well as preliminary copies of a notice of a special meeting of stockholders to be held at company headquarters here on Sept. 12.



Joseph R. Vogel

The company will actively solicit proxies of its stockholders as soon as the forms have received S.E.C. approval.

It is assumed that the Joseph R. Tomlinson-Stanley Meyer-Louis B. Mayer dissident faction also will file

(*Continued on page 7*)

Telemeter Showing Here Aug. 12-29

International Telemeter Corporation, a subsidiary of Paramount Pictures, announced yesterday that it will conduct public demonstrations of the Telemeter closed circuit pay television system at the Savoy Plaza Hotel here from August 12 through August 29.

Louis A. Novins, vice-president and general manager of Telemeter, announced that invitations to the showings will be sent to the press, leaders in sports, the entertainment fields, including motion picture executives and exhibitors, the legitimate theatre, the television industry, financial houses, technical and engineering groups, talent guilds, labor groups, educators, various public officials and others.

"It is significant that Telemeter is the only closed circuit pay television system that has been demonstrated publicly thus far," Novins

(*Continued on page 10*)

Circuits 'Wait, See' Pay-TV Developments

The majority of theatre circuits are adopting a "wait and see" policy with respect to pay-TV, according to a check made of major circuits with headquarters in the New York area. While spokesmen generally decline to take any pro or con position on the issue at this time, it is apparent that exhibitors are watching West Coast developments very closely.

It is expected that wired television

(*Continued on page 10*)

Universal's Second Neighborhood First Run Program in Chicago Sets Hot $130,000 Pace

Special to THE DAILY

CHICAGO, July 23.—Twenty-two neighborhood theatres here playing Universal's "Night Passage" and "The Kettles on Old McDonald's Farm" in a continuation of the distributor's plan of selling first run in the city to other than Loop pre-release theatres, this week will gross close to $130,000.

The figure is considered superlative for the situations involved and compares with the older established line-up of two downtown and 10 drive-in theatre combination in Los Angeles which did $130,000 with a simultaneous first run booking of Universal's popular Audie Murphy starrer, "To Hell and Back."

Universal inaugurated the plan here last week with "Tammy and the Bachelor" and "The Midnight Story" which played 21 neighborhood theatres first run and grossed approximately $110,000.

Television Today Page 10

PERSONAL MENTION

MAURICE "RED" SILVERSTEIN, M-G-M home office executive, left New York yesterday for Madrid and Rome.

•

JOAN CRAWFORD and her husband, ALFRED N. STEELE chairman of Pepsi-Cola, will leave here today aboard the "Cristoforo Colombo" for Italy and North Africa.

•

MRS. ROBERT JOSEPH NELL gave birth to a son here this week at St. Vincent's Hospital. Father is a space buyer at Foote, Cone & Belding.

•

RUDY MONTA, M-G-M studio attorney, returned to the Coast yesterday from New York.

•

RALPH MARTIN, of "Seventeen" will leave here over the weekend for a motor tour of New England.

•

ANITA EKBERG and her husband, ANTHONY STEEL, have returned to New York from Europe. They are enroute back to Hollywood.

•

EARL WINGARD, M-G-M publicist, has arrived in New York from the Coast.

Reade Interests Will Sell Theatre, Motel

Special to THE DAILY

ALBANY, July 23—The Congress Theatre Building and the Community Motel, in Saratoga Springs, will be sold at auction August 10. The Reade interests own the theatre and the motel. The theatre and 3-story building was built about 35 years ago by the late William E. Benton. The motel was constructed in 1952 by the late Walter Reade, Sr.

The Reade circuit owns the Community theatre, a first-run located on the same street but several blocks north. The Congress recently had been operating weekends and will open full time July 24 for a two week run of "The Ten Commandments."

'Bernardine' Here Today

"Bernardine," the 20th Century-Fox film which introduces Pat Boone, will open simultaneously today in 82 neighborhood theatres in the metropolitan New York area. Among the circuits featuring the picture are Skouras, Loew's, Century, Randforce, Brandt, Prudential, Island, Interboro, Moss, Cinema and J. J. Theatres, among others.

Belafonte Happy 'Island' Does Well at Theatres

In answer to recently published interviews concerning his starring role in Darryl F. Zanuck's "Island In The Sun," Harry Belafonte yesterday made the following statement: "I am happy that 'Island In The Sun' is doing well at the boxoffice. The statements attributed to me regarding the picture were taken out of context and grossly distorted."

FWC-Evergreen Pacts Hit by Goldwyn Counsel

Special to THE DAILY

SAN FRANCISCO, July 23 — Evidence purporting to show how Fox West Coast Theatres "bottled up" the exhibition market in Oregon and Washington was introduced today at Samuel Goldwyn's anti-trust suit before U.S. Judge Edward P. Murphy.

With FWC president John Bertero on the stand for the sixth day, Joseph L. Alioto, counsel for Goldwyn, introduced contract and pooling agreements between FWC and Mrs. Hazel Parker, John Hamrick and John Danz, of the Evergreen Circuit, which indicated that while the trio operated as independents they actually operated as a closely knit team.

Bertero admitted that prior to buying out all of the Evergreen shares, FWC controlled 54 per cent of the circuit before taking it over in 1953.

'Blue Book' Introduced

Earlier Alioto got into the record, over the objections of the defense attorney Arthur B. Dunne, the "blue book" Bertero published and which embodied clearance schedules in FWC territory. Bertero denied sending the book to any distributors and said he merely had it published to "memorialize" the then recently defunct NRA Code Authority schedules. The witness admitted his company was under a 1930 Federal Court consent decree prohibiting it from communicating to distributors clearances which might injure independent exhibitors.

Alioto's point was that FWC was imposing a fixed schedule of clearances on distributors and competitors which gave it a distinct advantage over potential competitors and in violation of the 1930 consent decree. Bertero denied this.

'Jet' Magazine Campaign

Howard Hughes' "Jet Pilot," the RKO Radio Picture being released by Universal Pictures, and scheduled to open nationwide Sept. 19, will receive national magazine advertising in 26 publications with an estimated circulation of 200,000,000 million readers.



M. P. Daily picture

Rouben Mamoulian

Mamoulian Scores Theatre Operation

By FLOYD STONE

Director Rouben Mamoulian told trade writers yesterday at the M-G-M home office he wanted to talk to the industy about the sad state of exhibition, the need in motion pictures for movement, and the need in Hollywood for what it lacked, foresight.

He said he'd been to six theatres on the Coast and several here and was "appalled." There apparently are no more ushers to greet you or show you around, he finds, and he was told exhibitors can't afford them.

Hits Theatres' Condition

"And the condition of the theatres! How do you expect people to leave the comfort of their own homes for this—for nothing glamorous, nothing festive, or, to put it bluntly, even clean?

"I think it is a part of our business of selling pictures, the theatres. And it is most important now, with the closings, for the whole business to get together and correct this."

As for movement in pictures, he stressed it as the medium's inestimable advantage. Large screens have meant less movement, deplorably, and more reliance on dialogue. This reliance on dalogue, as he sees it, now means less in pictures for a world market, and certainly is television's asset.

Sees Foresight Lacking

As for foresight—of which Hollywood has not enough—it is shown by loss of the cold war to television, which now is the national habit. Hollywood made mistakes originally with sound, then with prosperity, and then by underestimating its opponent.

Now it can at least stress the difference, he pleaded. "There has got to be more experimentation. We have widened censorship. We can give more human values. We widened the gap with the wide screen; we can widen it more with quality. Television relies on talk; we can give people the essence of the great pictures of the past: the movement, the pantomime, the color. And not too much talk.

"This is not a plea for spectacles. Nor for depression. There are so many pictures these days where everybody is just a stinker. I do believe the industry is here to uplift, not to depress."

Mamoulian directed "Silk Stockings" for M-G-M and now is discussing, as a free-lance, possible new assignments.

. . of Drive-ins

Rain Insurance Available

Henry Friedman, industry insurance agent, has advised operators of drive-ins in the Philadelphia area that rain insurance is now available for the first time, providing for 100 per cent coverage of expenses, or 60 per cent of anticipated gross income.

Named Bridgeport Manager

Charles Kliman has been named manager of the Candlelite Drive-In, Bridgeport, Conn., succeeding Brun Weingarten, who has been shifted back to the Norwich-New London Drive-In, Montville, Conn., by E. M. Loew's Theatres.

Opens Norwich Drive-In

Ray Stone, Webster, Mass., businessman, has opened the Norwich Drive-In, first outdoor theatre within Norwich, Conn., city limits. As an opening night attraction, he offered free admission to the first 100 cars regardless of number of occupants. In addition, free balloons and lollipops were distributed to youngsters.

Opens in New Jersey

The Eric Corporation opened its newly-built Manahawkin Drive-In at Manahawkin, N. J.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

New SBA Loan Plan Advised

In order to expedite and test new applications for Small Business Administration loans, Herman Levy, general counsel for Theatre Owners of America, has recommended a new procedure. He suggests that prospective applicants for loans have a letter from a real estate broker or insurance company stating that specific banks and insurance companies have refused a loan.

This may not be in conformity with the SBA rules, he states, but no definition of policy has been made regarding this procedure. For those exhibitors who feel they would not be prejudiced in obtaining letters of refusal of loans by lending institutions he suggests that exhibitors get these letters and submit them with their applications.

Sent to TOA Members

Levy's suggestions have gone out to TOA members as a result of happenings since the June 12 statement by Philip F. Harling, chairman of the TOA's Small Business Administration committee.

At that time Harling listed four points to be observed in making loan applications. They were:

1. The SBA would consider theatre mortgage loans in accordance with the rules and regulations of the SBA.

2. That they would accept them in amounts up to $250,000.

3. That the loans could be repaid in. 10 years.

4. That the collateral could consist of real estate up to 90 per cent of the appraised value and a good earnings statement. The earnings statement and ability to pay must be clearly apparent to the SBA.

Since that time the Senate Banking and Currency Committee has extended the SBA for one year, and, Levy states, it is almost certain there will be a joint meeting of the House and Senate committees for the purpose of drafting compromise legislation.

Has Five-Point Plan

As a result of these developments, Levy suggests five new points to be observed, as follows:

1. Instead of obtaining a formal written refusal from a bank or insurance company, have a real estate broker furnish a letter to the effect that specific banks and insurance companies have refused to accept mortgage loans.

2. If the appraised value of the property is sufficiently high, a loan up to 90 per cent of the appraised value will be granted. If it is not sufficient to warrant a loan based upon an appraisal value, be prepared to submit a statement of operations for the past five years, which should indicate a good record of earnings and the ability to repay a loan, if granted.

3. When filing an application with this additional information, suggest to the regional office that unless they know of the Administration's policy in regard to theatres, they should submit the application directly to Washington for processing. Do not accept a turndown from a regional office.

4. State in a separate part of the application, in the form of a rider, that the money will be used to expand, improve and rehabilitate the theatre in order to make it really competitive with other forms of entertainment.

5. In making an application, make full disclosure to the regional office of all facets of the business. Do not withhold any pertinent information, no matter how confidential it may be deemed.

Producers Dispute with Unionists Threatens Film-Making in Mexico

Special to THE DAILY

MEXICO CITY, July 23—Unless producers and unionists make peace by July 31, there are prospects that Mexicans will thenceforth stop making pictures in Mexico. The producers insist the technical and manual workers locals of the Picture Production Workers Union (STPC) must modify their wage increase and more and bigger economic benefits demands. The producers say these demands mean 59.25 per cent of what they are receiving and they will no longer be able to make pictures in their own country. The unionists threaten to strike tomorrow in a move to bring the producers to their terms.

Production Costs Doubled

Pointing out that production costs now are twice what they were in 1949, the producers aver that allowing the laborites demands would eliminate the necessary margin of profit by raising the minimum cost per picture 32.53 per cent. The producers cite as factors in higher production costs today the facts that technical and manual workers and wrtiers and adaptaters now command twice as much as they did eight years ago; musicians, 220 per cent more, while the pay scale of players is 25 to 76 per cent above that of 1949.

The unionists are expected to reject the producers' request that the bi-annual revision of collective labor contracts, featuring the highest-ever pay hike and economic benefits demands, be put off until 1959.

Some Hope Felt

The producers representatives, Gregorio Wallerstein, president of their Association, and Santiago Reachi, aver there is reason for optimism in the stiuation, dark as it seems. They indicate that peace will yet be attained by labor appreciating concessions the producers have made.

Felipe Palomino, secretary general of the locals, asserts that the producers can well afford to meet the unionists' demands because the producers made nearly $4,000,000 last year. The producers admit a good year in 1956 but contend that the cited earnings were gross, and there was much difference between that and the net.

'80 Days' Will Premiere In Rochester Tonight

Special to THE DAILY

ROCHESTER, July 23 — Michael Todd's "Around the World in 80 Days" will open tomorrow night at the Schine Monroe theatre here. Expected to attend are George P. Skouras, chairman of the board of Todd-AO and president of Magna Productions; Dr. Brian O'Brien, former University of Rochester scientist, now head of research for American Optical Co.; and Douglas Netter, vice-president of Todd-AO.

Also on the list is J. Myer Schine, president of Schine Enterprises; G. David Schine and Donald Schine, vice-presidents of the theatre chain and Michael Todd Jr., who will represent his father.

The Monroe is a former Schine community theatre which has been remodeled throughout and equipped with the Todd-AO projection system.

Katz, IA Executive Dies in Harrisburg

Lawrence J. Katz, 60, international representative of the I.A.T.S.E., died of a heart condition at his home in Harrisburg, Pa.

A native of Harrisburg, Katz entered the industry as an usher at the vaudeville theatre there and later became spotlight operator and projectionist. He helped form the first moving picture machine operators' union in that city in 1912 and served as secretary and business agent after it became I.A.T.S.E. Local 318 the next year. Since 1929, he has been president of Harrisburg Operators Local 488.

Services will be held tomorrow at 2 P.M. at the Sourbrier Funeral Parlor, 1728 North Second Street, Harrisburg.

'Frankenstein' Popular

Warner Brothers reports that "The Curse of Frankenstein" is scoring strongly in every one of the more than 100 situations in all parts of the country where it currently is playing.

Highlights of the engagements included a 26-theatre, multiple Los Angeles area first run booking which scored a combined gross of $254,414 in its first five days.

Hub House First-Run

BOSTON, July 23—The Trans-Lux, downtown theatre here, which has been experimenting with first-run product for the past two years, has now adopted it as a permanent policy.

Britain Spent £9,000,000 On U. S. Film Imports in '56

From THE DAILY Bureau

LONDON, July 23 — Over £9,000,000 ($25,200,000) were spent on importing films here from the United States in 1956, Chancellor of the Exchequer Peter Thorneycroft said today in answering questions in the House of Commons. This amount is limited by the Anglo-American Film Agreement, he pointed out.

He said further that he had no comparable figures of the amount received from the U. S. in respect to British films exported there in the same period.

Jack Le Vien in New Post With Metrotone News

Jack Le Vien, former vice-president of Pathe News, has been appointed special productions director of Hearst Metrotone News, Inc., by C. B. Stratton, executive vice - president. The company is increasing its production of sponsored films for television and industrial use. It also turns out News of the Day, Telenews Daily, a weekly Sports Review and a weekly News Digest for TV.



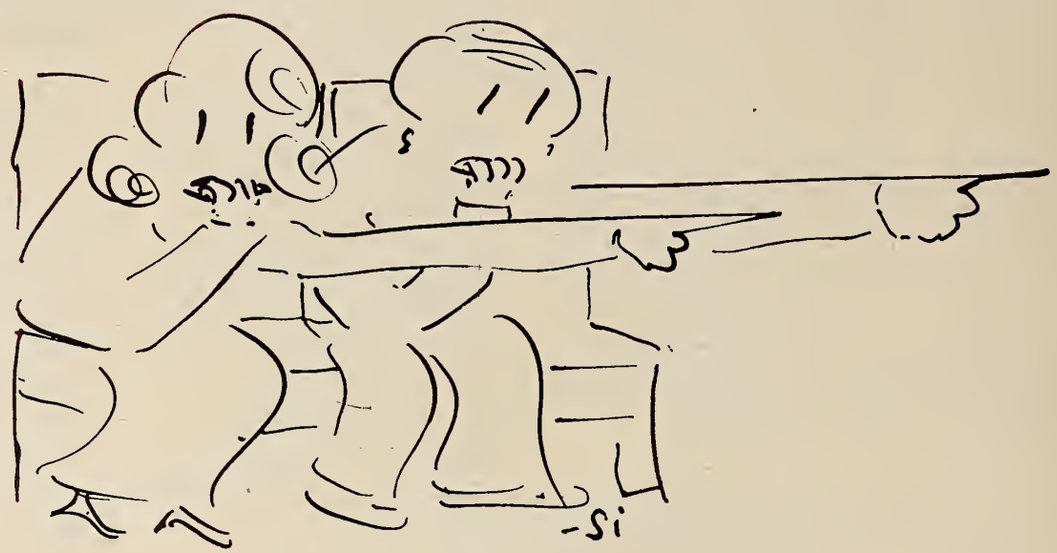
Jack Le Vien

Le Vien was a colonel commanding press camps for war correspondents in Africa, Sicily, Italy, France and Germany during World War II. At Pathe he frequently represented the American Newsreel Ass'n on international stories, like the Olympics, the Big Four Conference and others. He left Pathe when Warner Brothers discontinued the newsreel.

Max Klein Appointed

Stratton also announced yesterday the appointment of Max Klein as theatrical newsreel make-up editor for News of the Day. Klein held a similar post at Paramount News until it was discontinued last February. He was with Paramount 30 years, starting as librarian and participating in the transition from silent to sound news films.

"I would like to say that coming to Saranac and visiting the Will Rogers Memorial Hospital is a highlight of my life. It certainly is inspiring to me to meet the people at the hospital . . . both the patients and the staff. I am going back to Portland with the idea of putting everything into it that I possibly can and I think we'll do a top-notch job out there this year." — *Dick Colbert, Universal-International, Portland, Ore.*



Guaranteed to keep them biting their finger nails!

SO IT'S ACTION YOU WANT!

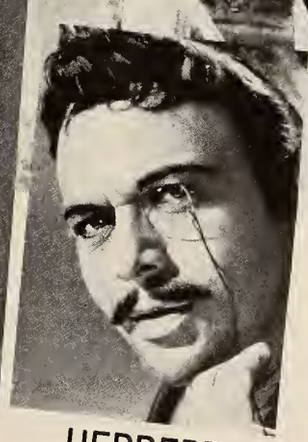
ACTION!
The knock-down, drag-out cafe brawl at Athen's waterfront.

ACTION!
The mysterious blonde stowaway in the escape speed boat.

ACTION!
The rescue from the Security Police by the attack of mountain tribesmen.

ACTION!
The American adventurer, who in danger—only knew "The Action of the Tiger"!





VAN JOHNSON

MARTINE CAROL

HERBERT LOM

Filmed on location in Athens and the bullet-ridden hills of Albania in CinemaScope and Color

M-G-M presents

ACTION OF THE TIGER

WITH GUSTAVO ROCCO · SCREEN PLAY BY ROBERT CARSON
Based on the Book "ACTION OF THE TIGER" by JAMES WELLARD
Adapted For the Screen by PETER MYERS
DIRECTED BY TERENCE YOUNG · PRODUCED BY KENNETH HARPER
EXECUTIVE PRODUCERS JOSEPH BLAU and JOHNNY MEYER

LEFT: One of the Actionful press book ads!

Columbia Meet

(*Continued from page* 1)

sion managers, including the Canadian sales manager, will be present.

The division managers are: Nat Cohn, New York; Sam A. Galanty, mideast, from Washington; Ben C. Marcus, midwest, Kansas City; I. Harry Rogovin, New England, Boston; Robert J. Ingram, southeast, Atlanta; Jack B. Underwood, southwest, Dallas; Harry E. Weiner, Eastern Pennsylvania and Southern New Jersey, Philadelphia; L. E. Tillman, northwest, San Francisco; Wayne Ball, Southern California and Rocky Mountain, Los Angeles; Ben Lourie, Chicago; Harvey Harnick, Canadian sales manager, Toronto.

Home office executives attending in addition to Montague and Jackter, are: Louis Astor, George Josephs and Vincent Borrelli, circuit account executives; H. C. Kaufman, exchange operations manager; Joseph Freiberg, sales accounting manager; Seth Raisler, sales contract manager; Sydney Singerman and George Berman, assistant exchange operations managers; Milton Goodman, assistant circuit account executive, and Maurice Grad, short subjects sales manager.

Tent 7 Garden Party

BUFFALO, July 23. — The annual garden party of the Women's League of Tent 7, Variety Club of Buffalo will be held Saturday afternoon at the home of Mrs. Samuel Ostrow in Bay Beach, Ont. A dessert luncheon at 1 P.M. will be followed by cards and other games. Mrs. Max Strovroff, chairman, has appointed Mrs. Harry Wallens and Mrs. Ostrow, cochairmen.

FEATURE REVIEWS

Apache Warrior

Regal Films—20th-Fox—Regalscope

HOLLYWOOD, July 23.

Keith Larsen and Jim Davis, portraying Indian and white Cavalry Scouts, respectively, play out here the key roles in a frontier story based on one of the conflicts between Indian law and white law that made life on the great plains hazardous in the latter decades of the 19th century. It is a picture that contains most of the indispensable ingredients of Indian-Cavalry melodrama but follows none of the ruts worn deep by writers of Westerns over the long and prosperous record of mounted melodrama.

The screenplay by Carroll Young, Kurt Neumann and Eric Norden, from a story by the first two, opens on a mountainside, where an Apache leader played by Rodolfo Acosta slays two sleeping men to obtain their whiskey. Cavalry Scouts Larsen and Davis apprehend the marauding group, placing them under arrest, and Larsen shoots and kills one of his tribal brethren who undertakes to escape. Back at the Cavalry post, the Indian scout is praised for his work and presently promoted.

Returning to his tribe to ask the hand of his Indian sweetheart in marriage, Larsen witnesses the killing of his brother by a jealous rival and is ordered by the Apache chief to pursue, capture and kill the killer. This he does, and is arrested by the Cavalry for it, thus setting the scene for the chief (John Miljan) to point out to the Cavalry Commandant that the Army promoted Larsen for killing an Indian who broke white law but now is punishing him for killing one who broke Indian law. This basis of conflict underlies the fights, flights, raids and skirmishes that make up the remainder of the picture.

Plato Skouras produced the picture, with Elmo Williams directing.

Running time, 73 minutes. General classification. Release, in August.

WILLIAM R. WEAVER

The Vampire

Gardner-Levy—UA

HARTFORD, CONN., July 23.

John Beal, Coleen Gray and Kenneth Tobey contribute good performances to create suspense in "The Vampire," an Arthur Gardner-Jules V. Levy horror film being released under the UA banner. Paul Landres has directed from a story and screenplay by Pat Fielder.

Playing a medico, Beal happens to swallow experimental tablets that regress the brain. He learns from scientific researchers that these units are habit-forming, but scoffs the suggestion off and resumes normal pursuits. It's not long before he's murdered one of the researchers and an elderly woman and he recognizes signs that he is slowly turning into a human vampire.

From here, the Fielder treatment follows a familiar pattern, that of chase and hide, until the now-thoroughly demented Beal, about to attack his nurse (Miss Gray) is shot and killed by the pursuing gendarmes headed by Tobey. As life ebbs, Beal is transformed again into a human being. Tobey and his girl, Miss Gray, are reunited.

Running time, 74 minutes. General classification. Release, in May.

A. M. W.

That Night

RKO Radio—U-I

It is likely that almost everyone at one time or another has had the dread feeling that he will be stricken by a heart attack. Some months ago, Life Magazine offered, in story and pictures, just such an experience, written first hand by Robert Wallace, to whom it had occurred. Now the material has been brought to the screen, described as a Galahad production for RKO Radio, and now released by Universal. Wallace, with the collaboration of Jack Rowles, has fashioned a screenplay from his own story, and the result is a simple, straightforward, poignant experience, almost documentary in its delineation, and extremely effective at all times.

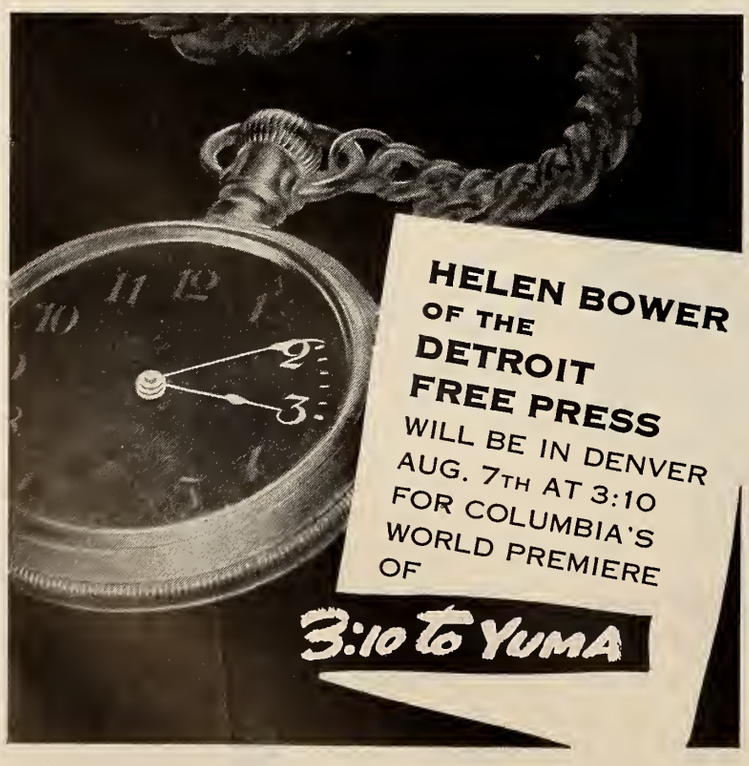
Its salability as an entertainment motion picture naturally is open to some question, and it should require care and thought in the selling. Himan Brown, known for his economically budgeted productions of simple persuasiveness, produced in New York, and John Newland directed, quite effectively, and with a clear sense o values.

John Beal, an excellent player, offers an unglamorous, keenly sensitive performance as the writer of television commercials, living in Connecticu above his means, straining mightily t make things go, neglecting his wife (played by Augusta Dabney), and three children. He is stricken en route home one evening.

The detailed recording of the attack and its immediate effect makes for an intensely dramatic motion picture, and Beal does very well with it. His fight for life in the hospital is of the same effective caliber. Finally the critical stage is passed, and the way is clear to restored health. But the ordeal has caused Beal and his wife to see life in a more intelligent and healthier perspective, and the future holds a new promise as a result.

Running time, 88 minutes. General classification. Release, in September.

CHARLES S. AARONSON



Drive-In Sound

(*Continued from page* 1)

poration. Levy was head of the Sign Corps patent department duri World War II.

The Dover Drive-in will be locate in the center of the city of Dov The parking lot of the shopping ce ter is double-decked and the theat is being built on the upper level. Du ing the day it will be used as a parki area for shoppers. A fully equipp modern restaurant will be built in t center of the upper deck to ser shoppers during the day and t drive-in patrons at night. The san building will house the projecti booth. Use of the wireless sound sy tem will facilitate the use of the ar as a parking space because of t elimination of the speaker posts.

Futter Points to Savings

According to Walter Futter, pres dent of Vido-Sound, use of the ne system would save from $40,000 t $60,000 on the original cost of drive-in theatre and would represe substantial savings in case of expa sion of a present theatre. The syste could be used, according to Futter, i connection with present equipme with the addition only of the alter speakers.

Present per unit cost of the receiv er-speaker is about $25, considerabl higher than ordinary speakers but th is more than offset by the savings i wiring and in setting the speak posts. The receiving apparatus, en cased in a capsule, is small enough t be inserted in present speaker case Futter said.

Speakers will be issued to each ca upon entering the theatre and will b collected at the exits. In the case o drive-ins incorporating the new sys tem as part of their operation, th company has developed an apparatu for detecting the presence of one o the speakers in a car.

Vido-Sound is producing the equip ment in a plant just completed at As bury Park, N. J.

'GWTW' Makes Sixth Showing in West End

From THE DAILY Bureau

LONDON, July 23 — David O. Selznick's "Gone With The Wind" has returned to the Ritz, Leicester Square; its wartime home for four years. The picture was recently released on the Odeon Circuit where it played to packed houses. Hence the new London run.

The opening makes the picture's sixth appearance in the West End and the start of its 247th West End week.

Allied Artists

(*Continued from page* 1)

Steve Broidy, president of Allied Artists, announced yesterday.

"Our new contract with National Screen assures our customers, the world over, of prompt and complete servicing on all items," Broidy said. Prior to signing the new agreement, National Screen distributed, but did not manufacture Allied Artists' accessories. The film company did the manufacturing through various vendors.

Negotiations between National Screen and Allied Artists were conducted by Edward Morey, Allied Artists vice-president, and George Dembow, president of National Screen, for his company.

Production and distribution of Allied Artists trailers will not be affected by the new pact, inasmuch as they have been distributed in the past by National Screen, and will continue to be handled in the same manner.

Milwaukee Men Protest 'Commandments' Bids

Special to THE DAILY

MILWAUKEE, July 23. — Exhibitors here are protesting to Paramount against that company's proposal to select three of the 12 de luxe theatres, one in each of three zones, for the openings of "The Ten Commandments." Bids are being asked.

Ben Marcus, chairman of the Allied Emergency Defense Committee, called all exhibitors to a lunch for discussion of the problem July 19. Ordinarily these theatres are the top 28-day spots after first run.

Resolutions were adopted "condemning" the plan as unfair and recommending that a representative committee of exhibitors meet with Paramount representatives to work out an "orderly method of distribution for this great motion picture" in Milwaukee.

RFDA Dual to Cincinnati

The Rank Organization's combination program of "Checkpoint" and "The Black Tent" will have a 25-theatre saturation opening in the Cincinnati exchange area on Aug. 13.

Loew's Proxy Contest Seen as Certainty

(*Continued from page* 1)

the required proxy solicitation forms with the S.E.C. in the near future and will also solicit proxies to be voted at the special meeting.

Vogel has called the special meeting to oust Tomlinson, Canadian contractor, and his associate, Meyer, from the board and to seek stockholder authorization to enlarge the board from 13 to 19 members. Vogel said he proposes to submit a slate of directors which will provide a substantial majority for management.

He has charged that Tomlinson and Meyer, with the active aid of Mayer, former production head of M-G-M, have waged a campaign of harassment and obstructionism that has endangered the company and the stockholders' investments. Their aim, he said, is to make Meyer president of Loew's, Tomlinson, chairman, and Mayer a paid consultant at the studio.

Tomlinson Here by Plane

Tomlinson, who arrived here yesterday by plane from his home in Fort Lauderdale, Fla., said he has asked for a meeting of the Loew's board next Tuesday. Observers feel that if one is held it probably will be limited to discussion of the agenda for the special meeting of stockholders.

Answering questions of reporters, Tomlinson said he is not interested in being chairman of the company's board of directors and denied that he has any candidate for the president. "Those are matters for the board to decide," he said.

Tomlinson then declared that he is opposed to Vogel's plan to enlarge the board. "There is no reason for doing it," he said.

Regarding the special meeting of stockholders Tomlinson stated that the conclave may have been called because of his request for the board meeting next Tuesday.

Meanwhile, Vogel's associates reported that he was swamped with friendly messages throughout yesterday as the trade and public reacted to his bold maneuver in publicly airing the serious discord on the company's board.

Industry Seems Behind Vogel

Independent canvass of industry reaction yesterday revealed all levels of industry opinion solidly in Vogel's corner. It is well known in the industry that Vogel has made considerable progress since being elected president of Loew's last fall in effecting economies in operation throughout the huge company, in straightening out studio operations and getting new product lined up and in generally improving the company's outlook.

The trade also feels that Vogel is entitled to a fair chance to prove himself and that he has not been given that chance yet. He inherited a situation and pictures for which he is not responsible, trade sources point out, and their effects will be felt for the first year of Vogel's tenure. Only in his second year in office will the results of his own policies and actions begin to show their real effects, it is contended.

Vogel revealed that the internal situation on the Loew's board resulted in the resignations of three directors last week. They were George Brownell, Frank Pace and Ogden Reid. Brownell and Pace were two of management's six board representatives, and Reid was the so-called neutral member of the 13-man board. Tomlinson and Meyer theoretically, if not actually, control the board now, since they and their four nominees remain, a 6-4 majority.

Organizing Meeting Unlikely

However, Vogel's call for a special meeting of stockholders is reported to preempt the possibility of the Tomlinson-Meyer faction attempting to stage an organizing meeting of the board to elect new officers in the interim.

Observers were confident yesterday that Vogel has been effectively counselled on all phases of his showdown engagement with the Tomlinson-Meyer-Mayer faction. In this connection, they recalled that Loew's had retained Louis Nizer, prominent industry attorney of the Phillips, Nizer, Benjamin & Krim legal firm, as special counsel to advise on internal affairs shortly after Tomlinson and Meyer moved into offices with a special staff in the Loew's Building last winter and began a systematic examination of records and documents, such as employment and other contracts.

Four Likely to Be Named

Indications were that when Vogel submits his new list of 19 candidates for an enlarged board to the special meeting, it might well include the names of some or all of the four Tomlinson-Meyer members. They are Ray Lawson, a director of the Royal Bank of Canada, otherwise known as "Tomlinson's banker"; K. T. Keller, former chairman of Chrysler Corp. and an intimate of L. B. Mayer's; Louis A. Johnson, former Secretary of Defense, who is an attorney for Tomlinson and a former attorney of Mayer's, and Fred F. Florence, chief executive officer of the Republic National Bank of Dallas.

It is pointed out that these men not only would provide representation for Tomlinson, who claims to be Loew's largest individual stockholder with some 250,000 shares owned or controlled, but also would comprise a healthy opposition. Tomlinson, a native of Iowa, went to Canada in early manhood and became a citizen after making a fortune in roadbuilding and other contractor's work. However, he makes his home in Ft. Lauderdale, Fla.

Son-in-Law of Blumberg

Meyer is the son of Fred S. Meyer, in charge of personnel at the 20th Century-Fox studio, and is a son-in-law of N. J. Blumberg, board chairman of Universal. He was associated with Jack Webb in the production of television programs but other than that is not known to have had extensive or specialized industry experience.

Fashion Show in Rome To Promote 'Interlude'

Herman Kass, Universal Pictures Eastern exploitation manager, and Jerome M. Evans, Eastern promotion manager, will leave here by plane tomorrow for Rome, where they will supervise an international fashion show being staged there Monday as a feature of promotion developed between Universal and Natlynn Fashions and Bristol-Myers for the new film "Interlude." Several hundred American department stores will participate.

The fashion show, which will be held in Rome with Italian models, will be filmed for newsreel coverage.

To Open Conn. Film Center on August 1

Special to THE DAILY

HARTFORD, July 22.—An Aug. 1 opening is designated for Connecticut's new film center building, the $500,000, tko-story, National Films Center facility, at Dixwell Ave. and Benham St. in Hamden.

Major distributors are in process of moving from the Meadow St. area in New Haven, which is being earmarked for demolishment as part of the huge $300,000,000 Connecticut Turnpike development.

Boston Exhibitors Protest Wage Scale

Special to THE DAILY

BOSTON, July 23—A hearing at the State House this morning held by the Minimum Wage Commission on the wage increase recommendations of the amusement and recreation occupations board drew a large representation from top circuits and independents. The new recommendations, originally accepted by the Commission, are 95 cents per hour for all employees except ticket takers and cashiers which would be 90 cents per hour, and ushers which would be 85 cents. At present the scale is 80 cents per hour for all employees.

Gahan in Plea

James J. Gahan, Jr., attorney and spokesman for Allied Theatres of New England made a strong plea for the rejection of the recommendations. He stated that theatres could not stand the increase at this time and cited the increase in wages since 1952 when the scale was 62½ cents per hour. He also stated that the increase in wages was greater than the present increase in the cost of living.

Available for booking a

"HELL

and these
AB-P
pictu

Plu







REPUBLIC branches now!

"ROSSROADS" *NATURAMA*

"SPOILERS OF THE FOREST" *TRUCOLOR - NATURAMA*

"THE MAN IN THE ROAD"

"THE RED PONY" *A RE-RELEASE*

"TIME IS MY ENEMY"

"THE LAWLESS EIGHTIES" *NATURAMA*

"THE QUIET MAN" *Color by TECHNICOLOR*

"JOURNEY TO FREEDOM"

"BEGINNING OF THE END"

"THE UNEARTHLY"

NOW DOING OUTSTANDING BUSINESS!

This REPUBLIC product available soon!

LAST STAGECOACH WEST *IN NATURAMA*

JIM DAVIS • MARY CASTLE • VICTOR JORY

TAMING SUTTON'S GAL *IN NATURAMA*

JOHN LUPTON • GLORIA TALBOTT • JACK KELLY

OPERATION CONSPIRACY

PHILIP FRIEND • MARY MACKENZIE • LESLIE DWYER

THE WAYWARD GIRL *In NATURAMA*

MARCIA HENDERSON • PETER WALKER • KATHARINE BARRETT

HELL CANYON OUTLAWS

DALE ROBERTSON • BRIAN KEITH • ROSSANA RORY

HELD ON SUSPICION

PHYLLIS KIRK • DAN O'HERLIHY • WILFRID HYDE WHITE

RAIDERS OF OLD CALIFORNIA

JIM DAVIS • FARON YOUNG • LEE VAN CLEEF

STREET OF DARKNESS

ROBERT KEYS • JOHN CLOSE • JAMES SEAY

PANAMA SAL

ELENA VERDUGO • EDWARD KEMMER • CARLOS RIVAS

WEST OF SUEZ

JOHN BENTLEY • VERA FUSEK • MARTIN BODDEY

Television Today

NBC Sets Expanded Schedule for Color

The National Broadcasting Company's color television schedule for the 1957-58 season will be launched at a level 67 per cent above the start of the previous season, it was announced yesterday by Robert W. Sarnoff, president of NBC.

There will be about 250 hours of color programming for the fourth quarter of this year, compared to 149 hours for the fourth quarter of 1956. The schedule, including daytime, will provide an average of more than two hours of color daily and will frequently offer from three to four hours of color during a single afternoon and evening.

Established daytime and evening hits, new programs and at least 24 specials, including Mary Martin in "Annie Get Your Gun," highlights the color lineup.

ABC Breaks Ground For New TV Center

The American Broadcasting Company will take the first step in its $30,000,000 development program for the ABC Television Center in Hollywood, when excavation begins today, for the new Technical Building on the 23-acre Center, it was announced yesterday by Earl J. Hudson, vice president in charge of the network's Western Division.

The studios at Prospect and Talmadge Streets, built originally for motion picture production, occupy only a part of the total area of 23 acres. Under plans drawn by the Austin Company, engineers and builders, all structures now standing at the TV Center will be replaced with the newest and most modern facilities.

Included in the blueprints are eight multi-purpose studios, each being 90 feet wide, 140 feet long and 42 feet high.

One Man's TViews

By Pinky Herman

PRODUCER Jack Hein, Mary Kelly and Palmer Shannon of "Today" are in Toronto to set up a deal to originate the Dave Garroway morning series from that city during the Canadian National Exhibit Fair early next month. . . . Howard E. Clark is "sellingest" radio-TV broker in the land. Just sold minority interest in another station, KFSD-TV (San Diego) to Newsweek Magazine. . . . N. V. Donato, ABC Film's Canadian rep bullish on that area for American film product. Sezze, "purchase of U.S. TV films last year was 70 per cent greater than in 1954." . . . Frank B. Bibas, formerly with McCann-Erickson, has joined Transfilm as account executive and will also take part as an active producer on several telefilm series. . . . TV Actress and announcer Zel de Cyr, will be seen as star of "Fifth Season" starting next week at Allen Swift's Hyde Park Playhouse. . . . Bill Sharpe has resigned as news director for the Colorado Network to become a partner in Coopersmith & Sharpe Associates located in Denver. With their respective background and experience in radio and TV, this new firm can really deliver first-rate special promotion and general advertising service. . . . Prexy Bob Sarnoff, Veep Bob Kintner and NBChieftains will outline special programs for next season at a press conference Monday morning at the Johnny Victor Theatre in Gotham.

☆ ☆ ☆

Charming Nan Garcia, whose MBSunday afternoon gabfests, is easily one of the brighter spots in network radio, was married last Sunday to Henry Melville Hicks, Jr. . . . After a honeymoon in Europe, Nan will resume her program which is sponsored by Garcia Vega Cigars. . . . Jack Benny and Mary Livingstone fly to London Saturday where Jack will be starred on a 90-minute spectacular TVia BBC. Gisele Mackenzie, who'll soon star in her own NBC TV'er, will probably also appear in the program. . . . The Dean (Jimmy, that is) of country music, whose morning TV CBSessions from Washington, D.C., has zoomed the personable warbler to the heights, has signed another top-notch folk singer, Elton Britt, to guestrill all next week. Program is produced by Connie B. Gay and directed by Clark Pangle. . . . Latest recruit to join Sgt. Bilko's platoon is Bill Thourlby, who is Jayne Mansfield's leading man in "Will Success Spoil Rock Hunter?"



Nan Garcia

Circuits Wait

(*Continued from page* 1)

experiments in San Francisco and Los Angeles, as well as the next FCC moves in the matter of wireless pay-TV, will exert a profound effect on the future decisions of circuit owners. The question most commonly asked by the operators now is: What would happen to investments in wired television if the FCC later approves a wireless pay-television system?

One proponent of wired television is Harry Brandt of Brandt Theatres, He says his circuit "definitely favors closed circuit TV and he believes that the choice of selecting product should be left up to exhibitors because they are seasoned showmen" who can best determine feature programming.

Chicago Circuits 'Not Interested' in Pay-TV

Special to THE DAILY

CHICAGO, July 23—Balaban and Katz Corp. has no plans at the present time for getting into any form of pay-television, David Wallerstein, president, advised MOTION PICTURE DAILY today.

Other circuit operators queried here say they are not interested either now or in the future because of the tremendous installation costs involved.

Attendance Down in Britain But Gross Up

From THE DAILY Bureau

LONDON, July 23—Although total attendance at cinemas during the first quarter of 1957 was seven per cent lower than in the corresponding quarter of 1956, an average rate of decrease which has maintained for two years, the box office gross was nine per cent more than in the previous quarter (the last three months of 1956). The increase in gross was slightly more than the normal seasonal increase, according to the Board of Trade Journal which will publish the figures tomorrow.

Attendance for the first three months of 1957 was 264,000,000 and the gross was over £26,000,000 ($72,800,000).

The statistics were compiled from 4,243 theatres with 3,945,000 seats, about 80 theatres and 75,000 seats fewer than the previous quarter.

Mrs. V. L. Marlborough

NEW ORLEANS, July 23—Funeral services have been held here for Mrs. Vivian Lutz Marlborough, who for the past 10 years had been sales correspondent for Motion Picture Advertising Co. She is survived by two sons and a brother.

'Galapagos' to Lesser

Explorer Thor Heyerdahl's feature-length film in Eastmancolor, "Galapagos," made on a scientific expedition to the Galapagos Islands, 600 miles off the coast of Peru, has been acquired for American release by Irving M. Lesser.

Lippert Steps Up Production Activity

Executive producer Robert L. Lippert is stepping up Regal Films production program by seeking top story properties and major boxoffice personalities to complete the company's quota of 25 pictures for 20th Century-Fox release this year.

Regal currently has more than ten pictures ready to begin shooting, another four in the editing stages and a seventh currently in production.

Telemeter

(*Continued from page* 1)

said. "During the past four months hundreds of leaders in the entertainment industry, technical groups and others have seen the Telemeter demonstrations in Los Angeles. The reactions have been most gratifying."

L. A. Will Get Edited Toll-TV Details July 30

From THE DAILY Bureau

LOS ANGELES, July 23. — The toll-TV franchise approved in essence by the city council last Friday, and turned over to the city attorney for legal editing, will be delivered to the originating body, the Board of Public Utilities and Transportation, on July 30. It will go thereafter to the Council for final approval, or amendment, prior to the setting of date for sale to bidders. This type of procedure usually takes about five weeks.

Tele-Movie Active

Meanwhile Tele-Movie Development Co., which unsuccessfully urged the council to separate the city into community areas for franchising rather than deal with the entire Los Angeles City as a unit, completed negotiations over the weekend for wiring Montebello, Eastern suburb that has its own city government, and expects to add other towns surrounding Los Angeles, but will not seek a Los Angeles franchise, according to attorney Harrison W. Hertsberg.

Hertsberg has admitted that the Tele-Movie System would require the leasing or buying of programs from Skiatron or Telemeter.

Upstate Circuits Aid in Rogers Hospital Drive

Special to THE DAILY

ALBANY, N. Y., July 23.—Pledges from approximately 55 theatres of the Fabian, Schine, Kallet and Stanley Warner circuits in this area to participate in the audience collections and Christmas salute for the Will Rogers Memorial Hospital have been received by Dan Houlihan, area distributor chairman.

Independent houses also have signified their intention to cooperate in the collections, which will be held during the week of Aug. 7.

FIRST, I'D BETTER TAKE CARE OF WILL ROGERS HOSPITAL...



Nothing Like An Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE

Get them done in August—before the rush!

Audience Collection AND THE *Christmas Salute*

FROM THEATRE-PUBLIC

Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

WEEK BEGINNING WEDNESDAY AUGUST 7 through 14

FROM INDUSTRY EMPLOYEES

Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

START THIS ON WEDNESDAY AUGUST 7 *(Finish in August)*

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. • *Saranac Lake, N. Y.*

BABY BUILDS A HOUSE!

Building a house today costs *183* per cent more than it did in 1940.



Compare all your house-building costs to the small increases that some of you have given the Prize Baby during this same period.

Then, you'll have to agree that the Prize Baby furnishes a concrete foundation (see below) for building a house — with constructive, low-cost services to exhibition!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Movie Market Trends

SINDLINGER & COMPANY, INC. • Analysts • RIDLEY PARK, PENNSYLVANIA. LEhigh 2-4100

Tabulation of more than 120,000 interviews during the past 19 weeks revealed...

35.2% of the week's adult paid attendance came from persons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attraction they went to see.

Thus, for every $1000 the average theatre grossed from adults during the past 19 weeks, $352 came from persons who were directly influenced by the coming attraction trailer.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 17 NEW YORK, U.S.A., THURSDAY, JULY 25, 1957 TEN CENTS

On Annual Basis

Rosen in Plea For Promotion Of Film Week

Plan Involves Showing Product Feature Free

An annual Motion Picture Week during which a feature length film presenting the new season's forthcoming product of all companies would be shown to the public free during off-hours in the nation's theatres, is urged upon the industry as a project capable of paying big dividends in increased public interest and excitement in motion pictures and in theatres as well.



Sam Rosen

Sam Rosen, executive vice-president of Stanley Warner Theatres, believes the idea is capable of restoring some of the old-time glamour to motion pictures, as well as constituting a new and vastly effective merchan-

(*Continued on page* 4)

Bertero in Rebuttal To Goldwyn Charges

Special to THE DAILY

SAN FRANCISCO, July 24—Seven days on the stand as a defense witness in Samuel Goldwyn's anti-trust suit today appeared to be wearing on the nerves of John B. Bertero, president of Fox West Coast Theatres. Toward the end of the day's session

(*Continued on page* 4)

TRADEWISE on page 2

Television Today on page 5

See '58 State Legislatures Active with Industry Bills

By J. A. OTTEN

WASHINGTON, July 24.—Industry observers anticipate that many state legislatures meeting in 1958 will attempt to hit the industry with bills taking advantage of the Supreme Court decision in the Kingsley case, authorizing the use of injunctions against obscene literature.

In addition, state bodies are expected to produce a goodly number of anti-blind checking bills, similar to those passed this year in Arkansas and Texas. The legislative outlook for next year at the state level also includes many bills to put a sales tax on currently-exempted film rentals and admissions.

Only 17 state legislatures are now

(*Continued on page* 3)

Palace Switches to Top Product Policy

The RKO Palace Theatre on Broadway will start a policy on Aug. 13 of playing top product, dropping its present plan of offering eight acts of vaudeville accompanied by a "B" film.

The first pictures to play the theatre under the arrangement will be three from Universal-International. Joint announcement of the policy and bookings was made yesterday by Sol A. Schwartz, president of RKO Theatres, and Charles J. Feldman, vice-president and general sales manager of Universal.

The first of the films will be "Man

(*Continued on page* 4)

Hecht-Hill-Lancaster, UA in New Agreement

Special to THE DAILY

HOLLYWOOD, July 24 — A new six-picture releasing deal between the Hecht-Hill-Lancaster Company and United Artists, involving a production outlay of $26,000,000, was announced jointly today by Harold Hecht and Arthur B. Krim, presidents of the respective companies. The

(*Continued on page* 4)

O'Brien Will Succeed Moskowitz at Loew's

Robert H. O'Brien will succeed Charles C. Moskowitz as vice-president and treasurer of Loew's, Inc. on August 5, it was announced yesterday by Joseph R. Vogel, president. Moskowitz last March expressed his desire to retire.



Robert O'Brien

O'Brien has been a director and financial vice-president of American Broadcasting Company-Paramount Theatres, Inc. and a member

(*Continued on page* 4)

Majority Backing

Vogel Checks Bid for Loew's Board Meeting

Charges Tomlinson Would Deny Stockholders' Rights

Joseph R. Tomlinson's strategy in endeavoring to convene a special meeting of the Loew's board of directors next Tuesday to take advantage of the resignations of three directors and elect their successors with a board consisting of six Tomlinson representatives and four management representatives, appeared to have been effectively check-mated yesterday by Joseph R. Vogel, Loew's president.

Vogel released correspondence between the company and other directors, including Tomlinson, revealing that his own call for a special meeting of Loew's stockholders on Sept. 12 to fill the vacancies and enlarge

(*Continued on page* 5)

S. F. Board to Study Skiatron Toll-TV Bid

Special to THE DAILY

SAN FRANCISCO, July 24 — Skiatron's vice-president Alan Lane appeared before city officials here today in the firm's toll-TV bid for a franchise contingent upon the arrival of the New York Giants baseball team. Lane appeared before Mayor Harold

(*Continued on page* 5)

Outline Provisions of Vandalism Law Passed by Texas Legislature

Special to THE DAILY

DALLAS, Tex., July 24—Provisions of the Texas Vandalism Law, which goes into effect August 22, have been outlined to exhibitors in a letter sent out by the Texas Council of Motion Picture Organizations. The law is an emergency measure authorizing exhibitors as well as other business owners the right to recover civil damages from parents due to the malicious damage to or destruction of property by minors.

The amount of recovery for damages is limited to $300 with the liable age bracket under 18 and over 10. The law was passed during the last session of the Texas Legislature.

Provisions of the law are as follows:

Section 1. Any property owner, including any municipal corporation,

(*Continued on page* 5)

Krim and Benjamin Elected To Directorate of MPAA

Arthur B. Krim and Robert S. Benjamin, president and chairman of the board, respectively, of United Artists, were elected members of the board of directors of the Motion Picture Association of America at a meeting held here yesterday.

At the same meeting, the board approved a proposal by A. Montague, vice-president of Columbia Pictures, that distributors match the dues paid by exhibitors to the Council of Motion Picture Organizations.

PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, has left here for Paris and the Riviera on his annual summer visit.

•

ROBERT W. COYNE, Compo triumvir and special counsel, returned to Washington yesterday from New York.

•

HARRY MAIZLISH, West Coast radio station owner and operator, will return to Los Angeles today from New York.

•

HARRY KALMINE, vice-president of Stanley Warner Theatres, has returned to New York from Chicago after holding an S-W meeting there.

•

CHARLES "BUD" BARRY, vice-president of Loew's, Inc., in charge of TV operations, left New York yesterday for London via B.O.A.C.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Boston today from New York.

•

LARRY SCHNEIDER, assistant manager of United Artists' foreign publicity department, will leave here today with MRS. SCHNEIDER for a vacation in Europe.

•

ROBERT SHAPIRO, managing director of the Paramount Theatre here, is spending the week at Grossinger's.

•

WALTER WALDMAN, publicity feature writer for United Artists, has returned to New York from a vacation in Maine.

'Payment' Stars to Tour

Continuing its policy of cross-country tours for players, 20th Century-Fox is planning to dispatch all eight stars of Jerry Wald's "No Down Payment" on personal - appearance trips in connection with the film. Slated for the tours are Jeffrey Hunter, Joanne Woodward, Tony Randall, Sheree North, Cameron Mitchell, Barbara Rush, Patricia Owens and Pat Hingle.

SW Dividend 25c

The board of directors of Stanley Warner Corporation has declared a dividend of 25 cents per share on the common stock payable August 26 to stockholders of record August 5.

TRADEWISE

By ONLOOKER

WHILE there was plenty of interest, naturally, in the announcement of the Los Angeles deal between Fox West Coast and Telemeter, the first of its kind between a large national circuit and a pay TV system, it generated surprisingly little excitement in the blase East, and almost none at all around the important Chicago film territory. . . . Like the earlier flurries of interest here over applications for municipal franchises for telemovies systems in various parts of the West, the FWC-International Telemeter deal was dismissed by most Eastern showmen with comments which, summed up and translated, could only mean: "Maybe it's for you (meaning his Western colleagues) but it's not for me." . . . The explanation seems to be the prohibitive cost of linking up apartment dwelling residents who comprise the great bulk of metropolitan populations in the East. That cost is compounded in New York City, of course, by reason of its system of underground conduits, and the almost total absence of above-ground wiring. . . . The cost factor also explains why leading Chicago showmen regard telemovies as not for them. It was estimated an installation there would cost $75 per subscriber. Multiply that by any number of your own choosing which represents your idea of how many subscribers would be required to form a practical pay TV circuit, and you'll have an idea why the showmen involved aren't exactly fearing that a competitor will appear while they're looking the other way and hook up a couple of hundred thousand residences. . . . While on the subject of pay TV, there is one effect that the telemovies activity and the continuing delays on the part of the FCC is having. That is that broadcast toll TV, once the sole proprietor of the subscription TV field, is rapidly yielding its position to toll television over wires. Delayed much longer, and it appears certain it will be, the FCC's action becomes more and more academic in pay TV's future.

CONCEDING THAT very little significant progress has been made to date on agreement on an industry arbitration plan, key exhibitor figures nevertheless, regard the conferences held to date as very much worthwhile. The sessions, they point out, have provided exhibition with an effective rostrum from which to air its accumulated grievances and current problems, with representative distribution leaders as an audience. . . . Allied States, for instance, sought a roundtable conference repeatedly with distribution last year for that very purpose of airing problems, exchanging views and attempting to find solutions. Although most companies agreed to meet Allied individually, it was unsuccessful in its attempts to arrange a roundtable conference. The arbitration discussions have provided something as near to what was sought as could be hoped for under existing trade conditions, exhibitor leaders say. They add that the exhibitor viewpoint on exhibition's most pressing problems of the day has been put before key distribution figures and that, in itself, they feel, has been worth the time and labor devoted to the arbitration sessions thus far.

THERE STILL REMAINS some possibility of helpful action by Congress before adjournment on the Federal 10 per cent tax on admissions over 90 cents. While time is fast running out and the chances are slender, admittedly, the trick still could be turned. If the hoped for action is originated by a member of the House Ways and Means Committee, the industry's chances would soar immediately. . . . And while on the subject of the Federal tax, distribution sleuths have been heard to say that since the elimination of the tax on tickets below 90 cents, the distributors' efforts to see that he gets an honest count at the boxoffice on his percentage engagements have been greatly complicated. The small exhibitor no longer is required to sell tickets in numbered sequence, as the I. R. B. insisted be done to expedite Federal ticket tax collection work.

Football League Head Is Against Toll-TV

From THE DAILY Bureau

WASHINGTON, July 24 — National Football League Commissioner Bert Bell told Congress his group wants no part of subscription television.

He testified as the House Judiciary Subcommittee headed by Rep. Celler (D., N.Y.) switched its inquiry into the anti-trust status of professional sports from baseball to football.

In an obvious slap at big league baseball clubs which are negotiating for toll TV, Bell said professional football "doesn't think so much of money" as to cut off free telecasting of games. He said TV has been good for pro football and that the clubs need TV income for their present rates of profit.

Thinking of 'The Kids'

But, he continued, "the kids of this country are entitled to see all the sports they can free on television. When money becomes a predominant factor in professional football, then we're no longer what we claim to be —predominantly a sport."

Bell said he had seen low priced homes all across the country with TV antennas, and demanded, "How are kids in these kinds of homes going to pay?"

"I'm definitely against it," he told the subcommittee.

MPEA Begins Division Of Formosa Licenses

The Motion Picture Export Association decided at its regular weekly meeting here Tuesday that the division of licenses for Formosa is subject to the master license formula of the industry and computation is now being made on that basis. The division of licenses for Pakistan and Israel, however, was again postponed for future action.

MPEA also gave authorization for payment of legal fees involving a number of labor cases in Brazil. Mexico was added to the agenda at the last minute, and on this topic the group approved certain labor negotiation propositions made by the local managers.

The board discussed remittance problems in Vietnam and also authorized a continuance of arrangements previously worked out for disposing of surplus earnings in Indonesia.

In the case of the Philippines, MPEA took up the subject of tax settlement and the official rate of remittance terms proposed by the Philippine government. Finally, the group held a lengthy discussion on means of moving blocked funds.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

FPA Will Draft N.Y. Film Plan

Executives of the Film Producers Association of New York will meet today to outline a specific program for maintaining film production here. They will discuss their conclusions next week with the New York City first assistant corporation counsel, Leo A. Larkin.

Last week Mayor Robert F. Wagner, Jr., heard recommendations from Harold E. Wondsel, president of the FPA; David I. Pincus, president of Caravel Films and a past president of FPA, and Douglas T. Yates, vice-president of Consolidated Film Industries Division of Republic Pictures, which were designed to facilitate the production of all types of motion pictures locally. The mayor expressed his personal interest in FPA's "Keep 'em in the East" drive and named Leo A. Larkin as a special coordinator to promote and expedite the city's cooperation.

Mayor Schedules Address

Although Wagner pointed out that the Department of Commerce has long since taken steps to simplify compliance with city regulations covering film production, he designated a city coordinator in order to provide whatever immediate assistance can be delivered. Wagner promised in September to address a luncheon meeting of the FPA and an invited audience of industry-wide advertising, television and film executives on New York's attributes for film production.

Several Subjects on Agenda

When the FPA group meets with Larkin, it is expected that such matters as location permits, revision of antiquated fire regulations and clarification of sales tax provisions will be brought up for discussion.

Krim, Youngstein to See Production in Europe

Arthur Krim, United Artists president, and Max E. Youngstein, vice-president, are scheduled to leave here late next week for Europe, where they will view rushes of four of the company's important future releases, now in production on the Continent.

The films are "The Viking," "Legend of the Lost," "Paths of Glory" and "Paris Holiday."

Krim returned to New York from the Coast yesterday after conferring with U.A. producers there.

Welch Buys Gann Story

HOLLYWOOD, July 24.—Robert L. Welch, formerly a producer for Paramount and NBC, and now in partnership with Lester Linsk, talent agent, has acquired "Money Tree," magazine story by Ernest L. Gann, for independent production. Robert Riley Crutcher will do the screenplay. Welch has established headquarters in Beverly Hills.

Expect Industry Bills in '58

(*Continued from page* 1)

scheduled to be in session next year, however, so that the number of bills which could hurt the industry would still be relatively few.

All but four of the 45 legislatures which met this year have adjourned. Alabama, New Hampshire and Massachusetts are still in session, and New Jersey has recessed until after the November elections.

Two Anti-Checking Bills

Two anti-checking bills were passed this year, those in Arkansas and Texas. These prohibited checking unknown to the exhibitor and ruled out as evidence information obtained by such checking. Similar bills introduced in Oklahoma and South Carolina were defeated. In other states, including Ohio and Florida, attempts to introduce such bills were blocked. Several states have already begun preparation to push for similar bills in 1958.

No censorship bill was passed this year, but the number introduced was greater than in any other year of the past decade, an industry official said. He expected, he said, that 1958 would bring "a rash of bills to conform to the Kingsley decision." This decision, although confined to books, makes it fairly simple for a state to amend any existing obscenity statute to include injunctions against obscene motion pictures—or to pass a new one if no statute exists.

Many Vandalism Measures

More than a score of states, including Ohio, Nevada and New Mexico, passed exhibitor - backed bills which made parents liable for damage inflicted by minors.

There were many attempts to pass tax bills which would include previously exempted film admissions and rentals, as well as attempts to raise such taxes where they existed. In no case, however, was any successful.

Bell & Howell Net Seen Higher This Year

Special to THE DAILY

CHICAGO, July 24.—Bell & Howell this week reported earnings for the first six months were adversely affected by pre-production expenses of new products but predicted 1957 net would exceed that of 1956. Net income for the half year was $454,733, equivalent to 63 cents a share on the common stock now outstanding, increased 100,000 shares last April. This compares with a return of $559,661 for the corresponding period last year, a return of 91 cents a share on fewer shares then outstanding.

Sales were $19,329,116, against $19,243,765 in the first half of 1956. Second-quarter profit was $260,447 or 35 cents a share, compared with $317,791 and 53 cents a share last year.

Cinerama to Reach 4th Year in Chicago

Special to THE DAILY

CHICAGO, July 24. — Cinerama celebrates its fourth anniversary at the Palace Theatre here on July 29. The present Cinerama production, "Seven Wonders of the World," now in its seventh month, has virtually surpassed the record business done by its two predecessors, "This Is Cinerama" and "Cinerama Holiday."

Grosses have averaged $35,000 to $47,500 throughout the long run and advance reservations indicate a sellout for the next two months, according to Douglas J. Helgeson, managing director. Helgeson said considerable credit for the consistently high rate of attendance can be given to Bill Brevall, director of special events for the Palace.

Brevall's travels to neighboring cities and areas have resulted in advance sales of unusually large blocks of seats.

Will Try New Plan for Chicago Stage Shows

Special to THE DAILY

CHICAGO, July 24. — Nate Platt, a vice-president of Balaban & Katz, said they will "feel out the market," in connection with reviving stage shows at the Chicago Theatre on a "now and then" basis, and for one week at a time only. He added they have currently set aside Aug. 23 for the first of these revues, provided they can get together a show which promises to have "above average impact."

For the first program he has lined up Eydie Gorme and the Billy Williams quartet as headliners. The Chicago discontinued stage revues about two years ago, and according to Platt the policy will now be revived on a week to week basis.

PEOPLE

Donald M. Kendall, vice-president of the Pepsi-Cola Co. in charge of marketing, has been elected president of Pepsi-Cola International. He succeeds **Henry M. Winter,** who will serve as consultant to Pepsi-Cola International.

□

Walter Reade, president of Walter Reade Theatres, will head a committee that will honor **Thomas Alva Edison** for the inventor's many contributions to the motion picture industry. The committee on Oct. 10 will unveil a bronze plaque honoring Edison on the site in West Orange, N. J., where the inventor produced "The Great Train Robbery" in 1903.

□

Julio S. Cancio has been named acting manager for RKO Radio in Indonesia. He replaces **Norman Odenthal,** who has resigned.

□

Ronald A. Lee has been placed in overall charge of publicity in the London office of M-G-M. **J. Leslie Williams,** director of advertising-publicity, and **Ernest Betts,** in charge of press relations, have left the company.

□

William Schorr has been signed to produce one picture annually for Hecht-Hill-Lancaster, and to serve as associate producer to **Harold Hecht** on others.

□

Robert C. Wallace, since 1952 merchandising manager of Zenith Radio Corp., has been named general manager of Zenith Radio Distributing Corp.



Bertero Reply

(*Continued from page* 1)

he suddenly interrupted questioning by his own attorney, Arthur B. Dunne, to demand a public apology from Joseph L. Alioto, counsel for Goldwyn.

At yesterday's court session, Alioto had vigorously interrogated Bertero concerning film clearance schedules Bertero had printed in a company "bluebook" and which Alioto characterized as being in violation of Federal Court consent decrees.

Today Dunne took over Bertero's examination for the stated purpose of "filling in the gaps" of Alioto's previous quizzing of the witness, explaining to the court that he wanted to correct any impression that FWC enjoyed premium first run rights.

Says FWC Was Often Restricted

"It was a two-way road," Dunne declared, "and in many instances where Paramount, Warners, RKO and others enjoyed exclusive first run privileges FWC was restricted to sub-runs."

It was while Dunne was backtracking Bertero over yesterday's direct examination by Alioto that witness suddenly exclaimed he would like to have the court make a special finding on Alioto's charges he had violated any anti-trust decree in having a study of runs and clearances prepared, adding he thought "Mr. Alioto should make me a public apology."

"The Paramount case has already made that finding," snapped Alioto.

Judge Edward P. Murphy made no comment on Bertero's request.

'Lady' License Ordered

ALBANY, N. Y., July 24 — The Appellate Division today unanimously reversed the Regents and ordered them to license "Lady Chatterly's Lover," based on the D. H. Lawrence novel. The French-made film had originally been banned as "immoral" by the State Education Department's motion picture division, unless three sequences were deleted; had on appeal been banned in its entirety by the Regents because it presented adultery as "a desirable, acceptable and proper pattern of behavior."

Disney Plans Musical

HOLLYWOOD, July 24 — Walt Disney announced he will produce a multi-million dollar live-action musical, "Rainbow Road to Oz," starting in November, with Bill Walsh producing and Sid Miller directing.

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

Rosen in Plea for Film Week Promotion

(*Continued from page* 1)

dising activity. It fits in well with current planning of an all-industry business building campaign and an institutional theatre campaign also, it is pointed out.

"Our traditional showmanship merchandising practices have been so successful," Rosen pointed out, "they have long since been adopted and widely used by other merchandisers.

Wants 'New Approaches'

"The result is that while we are pleased by this form of flattery, the effectiveness of our own selling efforts has been diluted. We must try new approaches, new merchandising avenues, in order to draw the widest attention to our merchandise."

Rosen likened the annual Movie Day, or Week, to the annual Automobile Show, the G. M. Motorama and to the Paris and Rome style shows, at which new models are shown in a glamourous atmosphere and at which public appetites for motor cars and fashions are whetted for a whole year in advance.

"This would be sampling (which we do from picture to picture as a routine policy), but done on a giant scale," Rosen said, "and surrounded with the pomp of a premiere. It would concentrate public interest on the fun and thrills, to be enjoyed in the motion picture theatre. It would be a lavish spread of what is to come and incite a forward look on the part of the public towards the upcoming pictures."

Similarly, the industry's exhibit reel, to be produced by Hollywood experts and which should carry institutional introductory messages calculated to point out the modern screen's advantages over television and the entertainment superiority of theatre attendance over living room viewing, and would serve to inform the public of what it might expect in a new motion picture season.

Would Aid New Players

Presented with the cooperation of local clubs, civic organizations and merchants interested in stimulating a "going-out" public, the product film could also introduce new screen personalities and, as a forecast of new entertainment, could generate excitement and spirited word-of-mouth on the grand scale, it is believed.

The idea was first broached at Theatre Owners of America's showmanship conference in Chicago last year. Now showmen like Rosen feel it has too much to commend it to be forgotten entirely. They urge serious consideration of the idea, or an improvement of it.

They point out that careful advance preparation would be required to realize the fullest potentialities of the plan. It might be deemed advisable to prepare four-to six-page folders containing information about technical progress and improved story telling on the new screens, and notations on casts and stories of the 20 or more films which would be represented in the exhibit reel to aid viewers in remembering over the ensuing months, what they have seen in the sampling. This would also insure accuracy of word-of-mouth comment subsequently.

Clearance and Prints Problems

Problems of clearance and print supply, as well as other mechanics of distribution and exhibition of the product reel, could be worked out by exhibitors and distributors, perhaps on a local or regional basis, it is suggested, in order to surmount cost considerations.

Local promotion in association with a variety of organizations would insure capacity audiences for the off-hour showings. Concessions stands could be operated or not, as the individual exhibitor saw fit, it is pointed out.

R. H. O'Brien

(*Continued from page* 1)

of its executive committee. He was formerly an executive vice-president of American Broadcasting Company, and before that was an officer of Paramount Pictures.

His career has included service as director of the Public Utilities Division of the Securities and Exchange Commission and as a member of the commission from February 1942 through December 1944. He is a graduate of the University of Chicago Law School.

Vogel said, "I am pleased to announce O'Brien's association with the company. His wide knowledge and experience will be of great value as we go forward with our program. This is one more of the constructive steps we are taking to further strengthen our company."

Leonard Goldenson, president of ABC-Paramount, expressed his regret that O'Brien was leaving his organization, but said "I am happy that he is remaining in the industry and joining Loew's, Inc., one of the great companies. I know that he will make an important contribution to MGM and that will benefit the industry."

Fox Pushes 'Hatful'

Buddy Adler's "A Hatful of Rain" is being placed in immediate national release by 20th Century-Fox. The company reports more than 500 U.S. and Canadian engagements have been scheduled for August.

Palace Switches

(*Continued from page* 1)

of a Thousand Faces," which will have its world premiere at the Palace on the night of Aug. 13. Following it will be Howard Hughes' "Jet Pilot" and "Interlude."

Within the next two months Broadway will thus gain one outlet for major product and lose one. Brandt's Globe, across the street from the Palace, has been sold and will be reconverted to a legitimate theatre in September.

In booking top product the Palace will be resuming a policy it first adopted back in 1933 when the house was converted from a straight vaudeville operation, which it had been since it opened in 1913. In 1949 the present plan of a combined program of vaudeville and a film was inaugurated.

At various intervals since then the theatre has dropped films for a "headliner" stage show featuring such personalities as Judy Garland, Betty Hutton, Danny Kaye and Jerry Lewis.

The theatre will close Aug. 9 in preparation for the premiere of "Man of a Thousand Faces," which is being planned as a part of New York City's Summer Festival. It will be a public premiere with entertainment celebrities and civic and industry leaders also in attendance.

'Arrow' to Palace

"Run of the Arrow," an RKO production released by Universal-International, will open at the RKO Palace Theatre here on Friday, Aug. 2.

H-H-L and UA

(*Continued from page* 1)

agreement calls for Hecht-Hill-Lancaster to deliver six additional pictures in 1958 and 1959 beyond the present three pictures remaining under the former contract.

The six new pictures are "The Unforgiven," "The Catbird Seat," "Ballad of Cat Ballou," "Kimberley," "The Rock Cried Out," and "The Rabbit Trap." Burt Lancaster will star in four of these films.

The three films still to be produced for UA under the old agreement include "Run Silent, Run Deep," "Separate Tables," and "The Way West." Lancaster is in all three.

Krim and Robert S. Benjamin, UA chairman of the board, flew to Hollywood over the week-end to consummate the production deal with the independent production company. Lew Wasserman, president of the Music Corporation of America and Robert F. Blumofe, vice-president in charge of West Coast operations for UA, also participated in the meetings.

...NEXT TIME IN NEW YORK
BOURBON STREET
IN PERSON
TURK MURPHY
AND HIS SAN FRANCISCO JAZZ BAND
330 E. 56 ST. · EL 5-8865
FAMOUS FOR JAZZ AND DIXIE
RIBS · ROAST BEEF · STEAKS
OPEN TILL 4:00 A.M. DINERS' CLUB

Television Today

Frisco Board

(*Continued from page* 1)

S. Dobbs, city attorney Dion Holm, and controller Harry D. Ross.

Lane admitted payment to the city probably would not be high because of committed splits to the Giants, costs of construction and other expenses. After the hearing Ross was assigned to study the financial stability of Skiatron; Don Townsend, head of the Department of Electricity, was instructed to survey the engineering aspects and Holm to analyze legalities of the situation. No deadline for reports was set and it was agreed the study would "take some time."

Toll TV, Union Issue Head Agenda for AFTRA

Special to THE DAILY

SAN FRANCISCO, July 24. — Toll TV and establishing of jurisdictional rights between two major entertainment unions appear to be the big issues confronting the 20th annual convention of the American Federation of TV and Radio Artists which opens here tomorrow for a four-day session. Tomorrow night's opening meeting will start with an address of welcome by Governor Goodwin Knight to the AFTRA delegates from all over the nation.

Delegates to the convention will try to come up with an approach that will head off an all out floor clash involving the Screen Actors Guild. The Guild represents performers who appear before movie cameras and AFTRA those who emote before TV cameras. But what happens when TV programs are shot on film for later presentation? Or when TV programs are put on the newly developed recording tape for subsequent showing? Both unions claim jurisdiction.

Many Proposals Prepared

Pay TV is so recent a development that proposed solutions for conditions acceptable to AFTRA will have to be thrashed out on the convention floor. MOTION PICTURE DAILY has learned a number of positive proposals from widespread sections of the country are scheduled for review sometime during the convention.

Wanda Ramey, TV personality and president of the San Francisco local is official hostess for the convention. She is also national recording secretary of the union.

Set 'Hamelin' Colorcast

A 90-minute musical based on the classic legend, "The Pied Piper of Hamelin," will star Van Johnson and Kay Starr with Lori Nelson when it is colorcast as a special program over NBC Tuesday evening, Nov. 26, sponsored by Liggett and Myers.

New NTA Unit Set for 'Low-Budget' Programs

National Telefilm Associates, Inc., has established a new television film distribution division designed to supply stations with low budget specialized programming, Oliver A. Unger, NTA executive vice-president, announced at the weekend. The new division will be known as Famous Films —Programs for Television.

At the same time Unger announced that Edward M. Gray, NTA vice-president, has been placed in charge of the new division, which will have its headquarters in Hollywood. Other Famous Films offices will be located in New York City and Chicago.

Will Be Self-Contained

Famous Films will be an autonomous and self-contained operation.

The new NTA division's catalogue, ranging in scope from five minute health programs to Alexander Korda and J. Arthur Rank feature length motion pictures and syndicated half-hour series, will be offered as a complementary service to augment stations' prime and other first-run presentations.

The Famous Films catalogue comprises selected syndicated programs, totaling some 500 shows, and approximately 200 feature motion pictures.

Desilu at RKO Studio

HOLLYWOOD, July 24. — The RKO Gower Street Studio, inactive since the completion of "Escapade," made principally in Japan, six months ago, today was in action again with Desilu's "Jim Bowie" television series in production, on rented stages, with space being prepared for "The Californian," another Desilu series and probably forerunner of others to come.

These are the first television films to be made at the RKO main studio, and doubtless reflect a policy decision on the part of the management.

Wash. Firm Expands

Hullinger-Casselberry Productions, Inc., of Washington, D. C., has appointed Dorothy T. Stone, owner of the Stone Film Library as their New York representative. The Washington firm has made this appointment as part of their extended plans for new productions which include a musical revue, panel show named "What Do You Think?" and a series of children's programs based upon a new format.

3 Musical Programs

Three special musical revue-variety programs featuring top talent typical of the headline entertainment attractions in Las Vegas, Nev., showplaces will be televised over NBC during the 1957-58 television season. All three shows will be sponsored by Exquisite Form Brassiere, Inc.

Vogel Checks Meeting-Bid

(*Continued from page* 1)

the membership from 13 to 19 to provide a substantial working majority for management, while eliminating Tomlinson and his associate, Stanley Meyer, from the board, had antedated the Tomlinson request.

It also was revealed that Vogel's call for a special meeting of stockholders was made in accordance with the company's bylaws and had the approval of a majority of the original board. Vogel charged that Tomlinson's move for a special directors' meeting was designed to circumvent stockholders in exercising their right to choose directors.

Text of Statement

Vogel's statement in full follows:

Joseph R. Vogel, president of Loew's, declared yesterday that the attempt by Joseph Tomlinson of Canada and his faction to set up a special meeting of Loew's directors "is just another move to prevent the vast majority of stockholders from exercising their right to choose directors to fill the vacancies of the board."

Vogel said: "The special stockholders meeting which I called for in accordance with the express authority of the by-laws of our company will give the stockholders the right to choose directors and to decide the issues.

"I want to point out that a majority of the directors last chosen by the stockholders have gone on record as favoring my calling a special meeting of stockholders.

Documents Already in Capital

"Furthermore, the special meeting of the stockholders had already been called for; documents for it had been prepared, printed and were on their way to Washington, where they have been filed with the SEC, before Tomlinson's faction attempted to circumvent this call.

"Tomlinson and his faction seem intent on blocking stockholder action. I am equally determined that the 26,000 stockholders, who together own over 96 per cent of the shares of Loew's, and not Mr. Tomlinson, who may control less than four per cent, shall have the chance to make the final judgment in the present situation."

Letter to Tomlinson

Vogel said that the secretary of the corporation had sent a letter on Tuesday to Tomlinson and all other directors clarifying the situation. The full text of the secretary's letter follows:

"Pursuant to Article II, Section 4, and Article IV, Section 4 of our by-laws, and in accordance with your request, I am forwarding copies of your 'Notice of Special Meeting of Directors' to all directors.

"Prior to the receipt of your letter of July 19th, 1957, I had been directed by the President to call a special meeting of the stockholders for September 12, 1957, and a form of notice of meeting to such effect, proxy and proxy statement had already been prepared and printed and were being filed in Washington on the very day your letter was received.

"I have been requested by various directors who received a copy of your letter to me to advise you and all other directors that no directors' meeting should be held to decide whether there should be a stockholders' meeting, in view of the fact that one has already been legally and validly called by the President pursuant to authority conferred upon him by the by-laws, and further that no directors' meeting should be held to fill the vacancies on the Board of Directors, since that subject has already been designated for determination at the special stockholders' meeting; to hold a directors' meeting for these purposes might frustrate the opportunity of the stockholders themselves to resolve matters, particularly since the right of Mr. Tomlinson and Mr. Meyer to remain and act as directors will be determined by the stockholders.

"Copies of this letter are being sent to all of the directors."

Vandalism Law

(*Continued from page* 1)

county, school district, or other political subdivision of the State of Texas, or any person, partnership, corporation or association, or any religious organization whether incorporated or unincorporated, shall be entitled to recover damages in an amount not to exceed $300 from the parents of any minor under the age of 18 years and over the age of 10, who maliciously and wilfully damages or destroys property, real, personal or mixed, belonging to such owner. However, this act shall not apply to parents whose parental custody and control of such child has been removed by court order, decree or judgment.

Recovery Up to $300

Section 2. The suit may be brought in any court of competent jurisdiction, and venue thereof shall be governed by the statutes regulating venue in actions based upon trespass. The recovery shall be limited to the actual damages in an amount not to exceed $300 in addition to taxable court costs.

Section 3. The action authorized in this act shall be in addition to all other actions which the owner is entitled to maintain and nothing in this act shall preclude recovery in a greater amount from the minor or from any other person, including the parents, for damages to which such minor or other person would otherwise be liable, it being the purpose of this act to authorize recovery from parents, and to limit the amount of the recovery, in situations where they would not otherwise be liable.

A trailer has been produced which announces the new law to the public.

LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from—

EDITORIAL ENTERPRISE

plus JOURNALISTIC RESPONSIBILITY.

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase — *All the News That Is News* — in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY's entire field of interests be constantly observed with the specialized knowledge of the business to appreciate the significance to it of event and opinion . . . and that *reports of everything newsworthy be verified* for fact, and for authentic interpretation of fact.

This process produces *news* — not rumors, not mere reports, but *news* — all of it that *is* news!

This isn't doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY's way. It is imposed on personnel as the source—and the price—of leadership.



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 18 NEW YORK, U.S.A., FRIDAY, JULY 26, 1957 TEN CENTS

Aids 'Commandments'

New Plan for 'Ten' Boosts 2d Run Gross

Challenged Phila. Policy Trebles Film's Business

Results of Paramount's continuation runs of "The Ten Commandments" for the first week in Philadelphia and in opening stages in other key cities are described by the company as "phenomenal."



Charles Boasberg

The 10 theatres in and about Philadelphia which completed the first week of the new policy run on Tuesday, grossed an aggregate $153,000 despite one of the hottest spells in recent years in the city.

The result compares with a total gross of $50,000 in the same 10 theatres on Cecil B. DeMille's "The Greatest Show on Earth."

On the opening day of the runs (*Continued on page 2*)

Columbia Meet in Paris On 'Eagels' Set Aug. 1

Special to THE DAILY

PARIS, July 25.—Managers and publicists of Columbia Pictures from all major Continental territories will attend a special meeting here to be entirely devoted to the selling of George Sidney's "Jeanne Eagels" on Aug. 1.

Presiding at the sessions will be

(*Continued on page 4*)

Television Today

Page 4

All 20th-Fox CinemaScope To Have MagOptical Prints

All current and future CinemaScope productions from 20th Century-Fox are to be released on MagOptical prints which can provide sound either from four-track magnetic recordings or single track photographic sound, states Spyros P. Skouras, president.

Stereophonic sound is to be emphasized in all picture advertising hereafter to "impress upon the public the ability of their local exhibitor to provide the most modern form of motion picture entertainment," as Skouras expressed it.



Spyros P. Skouras

Development of MagOptical prints will permit thousands of exhibitors who have installed stereophonic equipment to show

(*Continued on page 3*)

N. C. Exhibitor Defies No-Sunday-Films Law

Special to THE DAILY

FOREST CITY, N. C., July 25—J. W. Griffin, owner of the Griffin Theatre here, who opened for film performances last Sunday during off-church hours in defiance of a recently passed city ordinance, was served with a citation by the Forest City police department, and will receive a hearing in Mayor's court July 29.

Griffin contends that the city, itself, is in the Sunday amusement business, since it operates a swimming pool, golf course and tennis courts on Sunday. He also reminded the council that two drive-in theatres operated just outside the city limits, without regard to church hours.

City Council held a special session

(*Continued on page 6*)

Two Alioto Setbacks Feature Goldwyn Trial

Special to THE DAILY

SAN FRANCISCO, July 25 — For the second consecutive day in the Samuel Goldwyn anti-trust trial, Fox West Coast Theatres president John B. Bertero angrily demanded from the witness stand today that Federal Judge Edward P. Murphy instruct Goldwyn's attorney, Joseph I. Alioto,

(*Continued on page 6*)

Allied EDC to Meet Here on Aug. 13

Allied States Association's Emergency Defense Committee will meet in New York on August 13, immediately preceding the regular summer meeting of Allied's board of directors. Print availability, clearance and run problems, and the progress of the arbitration and COMPO negotiations are expected to head the agenda.

Lazarus to Succeed O'Brien at AB-PT

Herbert Lazarus succeeds Robert H. O'Brien as secretary of American Broadcasting - Paramount Theatres, Inc. He also is vice - president and general counsel.



Herbert Lazarus

O'Brien resigned this week, and on August 5 will become Loew's, Inc., vice - president and treasurer, taking the place of Charles C. Moskowitz. The latter is retiring, as he indicated in March. O'Brien at ABC-PT also was director and financial vice-president and on its executive committee.

Lazarus has been with the company and its predecessor, Paramount Theatres, since 1933. He is a graduate of Yale Law School and is a director of the General Fire and Casualty Company, the Parmelee Transportation Company and the Chicago Yellow Cab Company.

Joint Committee

Rembusch 'Is Not Fighting Wire Toll TV'

Points Out Group Stand Is on Use of Air Waves

By JAMES M. JERAULD

Toll television by wire hasn't stirred up much excitement in the Joint Committee on Toll Television headed by Trueman Rembusch for Allied and by Philip Harling for Theatre Owners of America. It's toll television by air that the exhibitor group is fighting; it has never taken a stand on the wired form.

Rembusch, contacted by phone in Franklin, Ind., yesterday, said the

(*Continued on page 4*)

Milwaukee Print Dearth Baffles Distributors

Special to THE DAILY

MILWAUKEE, July 25.—Exchange heads here admit there is a shortage of prints, but they say they can't solve the problem. The situation became acute early in the month when Ben Marcus called a meeting of the Allied Emergency Defense Committee and hinted at a boycott when not enough prints are available for the usual second runs.

"Milwaukee is a one per cent of-

(*Continued on page 6*)

Compo Ad Quotes Editor of 'Redbook'

The 79th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, quotes a letter from Wade H. Nichols, Jr., of "Redbook Magazine."

In it he says that "our research shows, month after month, a stable, high readership of movie reviews, and the articles concerning movie personalities are always among the best read and best liked pieces in our issues. This holds true both of men and women readers," he adds. "We have also found that issues with movie people on our covers are always big sellers."

PERSONAL MENTION

JERRY PICKMAN, Paramount vice-president in charge of advertising-publicity, back in New York this week from a European business trip, will leave here for the Coast tonight for weekend conferences with CECIL B. DEMILLE.

•

LEO F. SAMUELS, Buena Vista general sales manager; CHARLES LEVY, director of advertising - publicity, and IRVING LUDWIG, domestic sales manager, have returned to New York from Hollywood.

•

CHARLES BOASBERG, Paramount Pictures sales executive, will leave here today for a three-week vacation in Maine and New Hampshire.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity department manager, left New York last night for Detroit.

•

WILLIAM J. O'SULLIVAN, producer, will leave here today for conferences at Shamrock Studios, Winter Park, Fla.

•

PAUL MONASH, script wrtier for Coronado Productions (England), Ltd., will arrive here tomorrow from London via B.O.A.C.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, will return to New York today from Cincinnati.

•

SOL C. SIEGEL, producer of M-G-M's "Les Girls," and his assistant, GEORGE ENGLUND, are scheduled to arrive in New York on Sunday from the Coast.

FPA Group Meets

Executives of the Film Producers Association of New York met here yesterday to outline a program for maintaining film production here. A spokesman for the group said yesterday that they came to several conclusions at the meeting which will be made public next week. The group will present their program on Tuesday to the New York City first assistant corporation counsel, Leo A. Larkin, who has been appointed by Mayor Robert F. Wagner as a special coordinator to expedite the city's cooperation in facilitating film production locally.

New 'Commandments' Plan

(*Continued from page* 1)

the aggregate theatre gross was $20,000. On the first day of the second week, last Wednesday, the gross was $19,000—down only about 12½ per cent. Yet, a second week for a picture in any of the theatres involved is rare, in fact, almost unheard of.

Paramount expects the runs to continue for several weeks. It was for that reason that it adopted the policy of having five theatres in four Philadelphia zones, and five others in outlying towns, play the picture instead of making it available to the 22 Philadelphia theatres that normally follow first run break on 28-day availability. Bidding decided the theatre that would play "Commandments" in each instance.

Court Favored Paramount

The plan was vigorously opposed by Philadelphia second run theatres. Suit was instituted and was decided in Paramount's favor, the court holding there was no violation of anti-trust laws in a company's effort to obtain the most revenue possible from its product by offering it in the manner involved.

The theatres which successfully bid for "Commandments" on the plan devised by Charles Boasberg, Paramount executive in charge of "Ten Commandments" sales, are the Merben, Uptown, Logan, City Line Center and Broadway, all in Philadelphia, and theatres in Camden, N. J.; Doylestown, Norristown, Chester and Coatesville, Pa.

These normally subsequent run theatres accounted for first run-type grosses for the first week of the engagement and still are going very strong.

Individual Grosses Listed

Individual grosses were: Merben, $24,800; Uptown (colored), $16,300; Logan, $18,200; City Line Center, $17,900, and Broadway, $18,300. The outlying houses: Camden, $15,800; Doylestown, $6,100; Norristown, $14,-800; Chester, $12,800, and Coatesville (6 days, no Sunday shows), $7,400.

In most instances, each day's gross of the first week exceeded the previous day's.

Similar reports are in from Cincinnati, where the picture opened Wednesday on the same arrangements as in Philadelphia; and from Baltimore, where the plan was inaugurated last week. It makes its bow in Cleveland and Washington today.

Tromberg and Dyson Promoted by RFDA

From THE DAILY Burcau

HOLLYWOOD, July 25. — Irving Sochin, general sales manager of Rank Film Distributors of America has named Sheldon Tromberg as manager of sales in the Cincinnati area, and Earl Dyson in the Kansas City territory.

Sochin left by plane for Dallas tonight following meetings with Western division manager Seymour Borde.

'Checkpoint' and 'Tent' Set for 400 Bookings

Following 50 successful engagements in the U. S. to date, Rank Film Distributors of America has set multiple openings for its combination program of "Checkpoint" and "The Black Tent" in some 400 theatres in 12 exchange areas in August and September.

The picture will be backed by a heavy promotional campaign, according to Irving Sochin, general sales manager for RFDA. Openings have been set on July 31 in Detroit, with Cincinnati, Buffalo, Indianapolis, Seattle, Tacoma, Spokane, Milwaukee, Columbus, Louisville, Philadelphia, and Pittsburg to follow.

Albany Variety Club 'Open House' Sunday

Special to THE DAILY

ALBANY, July 25. — Successful in its emergency drive to raise $12,000 and thereby insure continuation of free two-week vacations for needy boys at Camp Thacher, the Variety Club has invited the public to attend an "Open House" next Sunday afternoon.

Chief Barker Al Kellert, in extending an invitation to members as well as to the public, said it would give them an opportunity to "see just what Camp Thacher is, what makes it tick, who enjoys its facilities, and what is the reaction of the boys who attend."

Operation of the camp is the result, Kellert continued, of "exceptionally hard work by members of the Variety Club during previous drives and the recent emergency drive" and "of the charitable and generous contributions of Albanians in every walk of life."

Nicholson Coming East

HOLLYWOOD, July 25 — James H. Nicholson, president of American International Pictures, and general sales manager Leon Blender will leave here on Aug. 5th for meetings with exhibitors in the Chicago and New York territories.

MPAA Ad, Publicity Group to meet Wed.

The advertising and publicity directors committee of the Motion Picture Association of America will meet next Wednesday at the Sheraton-Astor Hotel here. The new location is the mezzanine and the time set is 12:30 P.M.

The group will hear a report from Oscar Doob and Charles McCarthy on progress in the "second chapter" of the business-building program.

Howco Productions in Merger with Marquette

Special to THE DAILY

NEW ORLEANS, July 25.—A consolidation of Howco Productions, Inc., headed by Joy N. Houck of New Orleans and J. Francis White of Charlotte, N. C., with Marquette Productions, Ltd., whose top officials are Jacques Marquette and Dale Tate, has been completed. The new company will be known as Howco-Marquette, Inc., and release of their product will be handled by Howco Exchanges, Inc., which recently was expanded to cover the international field.

Howco Productions have been active for the past decade and more with the production of westerns. Marquette Productions Ltd., has just completed "Teen Age Thunder," which will be released jointly with "Carnival Rock," now in the cutting stage, in August.

Frank Fenton Dies

HOLLYWOOD, July 25 — A Rosary service will be held here tomorrow evening at Pierce Brothers Beverly Hills Mortuary, and a requiem mass Saturday morning at the Church of the Good Shepherd for Frank Fenton, actor, 51, who died last night following a brief illness. Two brothers and two daughters survive. Interment will take place in Holy Cross Cemetery.

'Fire' Here August 8

Columbia's "Fire Down Below" will have its local premiere at the Astor Theatre on Aug. 8.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE · CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE · PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays. by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign. Single copies, 10c.

Colorado's Governor Proclaims '3:10 Day'

Special to THE DAILY

DENVER, July 25—Governor L. R. McNichols today issued a proclamation declaring Aug. 7 "3:10 Day" throughout Colorado in honor of the world premiere of Columbia's "3:10 to Yuma" at the Denver Theatre here. With the governor at the proclamation signing was Robert W. Selig, president of Fox-Intermountain Theatres.

'Dean Story' Premieres In Marion, Ind., Aug. 13

Warner Bros.' "The James Dean Story," will have its world premiere on Aug. 13 at the Paramount Theatre in Marion, Indiana, which adjoins the late star's home town of Fairmount, the company announced yesterday. The premiere will be followed by a 100-theatre saturation to start in Indiana and northern Kentucky the following day.

Dean Foundation to Be Aided

Governor Harold Handley of Indiana will head the list of leading government, state and civic officials who will participate in the premiere ceremonies in Marion. United States Senator William Jenner, who is a supporter of the James Dean Memorial Foundation which runs the James Dean Theatre School in Fairmount, will also attend the premiere. A portion of the proceeds from the release of the film will go to the Dean Foundation to help finance scholarships in the field of dramatic arts.

Garman and Murray Promoted by GPL

Special to THE DAILY

PLEASANTVILLE, N. Y., July 25.—Promotion of two top executives of General Precision Laboratory Incorporated was announced today by Hermann G. Place, board chairman and president of General Precision Equiment Corp., parent company of GPL.

Dr. Raymond L. Garman, formerly executive vice-president of GPL, was elected to the new post of chairman of the board and continues as technical director in charge of research and development. James W. Murray, formerly executive vice-president, was elected president and chief executive officer, continuing as general manager. Place was formerly president of the Laboratory.

"I am indeed grateful for the opportunity to have been one of the fortunate ones chosen to visit the Will Rogers Hospital at Saranac Lake. Having seen the place, I can appreciate exactly what everybody is striving to do and I want to assure you and all that all my efforts will be toward making this drive a tremendous success."—*Bill Twig, Warner Brothers, Cleveland, Ohio.*

CinemaScope

(*Continued from page* 1)

CinemaScope attractions to their best advantage and will eliminate the scarcity of four-track prints which has existed in the past.

Skouras says that the ready availability of MagOptical prints augmented by the growing resurgence of interest in four-track magnetic sound projection will stimulate exhibitors who are not equipped to do so immediately.

Sees Advance Essential

Since the introduction of CinemaScope in 1953, Skouras contends, this form of acoustical advance and projection has enabled the public to find entertainment that cannot be equalled by any other medium. Every theatre must use every modern advance available to attract consistently large audiences, he states.

MagOptical prints are being made for "Island in the Sun," "An Affair to Remember," "A Hatful of Rain," "Seawife," "Will Success Spoil Rock Hunter?" and subsequent releases.

Rank Combines Two Instrument Companies

From THE DAILY Bureau

LONDON, July 23 (Air Mail).—Two subsidiary companies of Rank Precision Industries are being integrated under one management to form its Industrial Division with headquarters at Leicester.

They are Taylor, Taylor and Hobson, which makes optical lenses, precision instruments and machine tools, and Kershaw, producers of cameras, binoculars and lenses and specialized optical instruments.

Announcing this development, Rank Precision Industries states that it is hoped by this change to increase greatly the existing range of Taylor-Hobson products to meet a world backlog of orders; to advise on an even wider application of these products; and to maintain and develop Britain's lead in the science of precise measurement.

Ellis Plans Drive-In

PHILADELPHIA, July 25.—A. M. Ellis Theatres here has revealed plans to construct an 800-car drive-in at a cost of approximately $400,000 at a roadside location between Chester, Pa., and Wilmington, Del. Lawrence Ruch, general manager of the independent circuit, has petitioned the New Castle County Zoning Commission in Delaware for the rezoning of a 13-acre tract of land held by the Ellis company on Naaman's Road.

Upstate Drive-in Ready

SLINGERLANDS, N. Y., July 25—Robert Conahan has set Aug. 2 for the opening of his Mayfair Drive-in Theatre in this suburb of Albany. Sidney Swore, who owns the Cameo in Schenectady, is buying and booking the new operation.

Johnston, Corkery Trip To Last Three Weeks

The Latin American trip which Eric Johnston, Motion Picture Export Association president, and Robert J. Corkery, vice-president in charge of the Latin American division, will take on August 1 is expected to last about two or three weeks, according to Corkery.

The two film executives will make stopovers in Argentina, Brazil and Venezuela. Corkery said that in each country the main problem revolves around the control of admission prices. He pointed out in this regard that favorable actions have been taken recently in South America.

Controls to Be Ended

In Chile, for example, a 25 per cent in admission prices occurred in July and by January 1, 1958, controls will be lifted entirely. Corkery said that when the court in Sao Paulo, Brazil, enjoined the Brazilian price control agency from controlling cinemas, it was an important step. The fact that Sao Paulo, one of the largest and most important states in Brazil, has taken this step, indicates that more states may follow suit, he added.

In Argentina Johnston and Corkery will continue negotiations which are designed "to establish a reasonable scale of prices." Corkery added that in all three countries a number of smaller legal problems will be discussed with local authorities.

Tatelman Now Producer

HOLLYWOOD, July 25 — Jack L. Warner has elevated Harry Tatelman, story department executive, to a producership for Warner Brothers. His first picture will be announced shortly.

PEOPLE

Gene Lonie has resigned from Allied Artists, Seattle, to join the staff of National Screen Service there. He will be succeeded at AA by **Gordon Wallinger,** formerly sales representative for the company in Eastern Washington.

□

Orton H. Hicks, director of research and development for Loew's International, is one of three Dartmouth College alumni appointed to the board of overseers of the Amos Tuck School of Business Administration.

□

Ted Lay, a veteran of 40 years in the theatre equipment field and for the past 17 years with the B. F. Shearer Co., Seattle, is leaving the Washington post for Los Angeles, where he will limit his activity to that area.

□

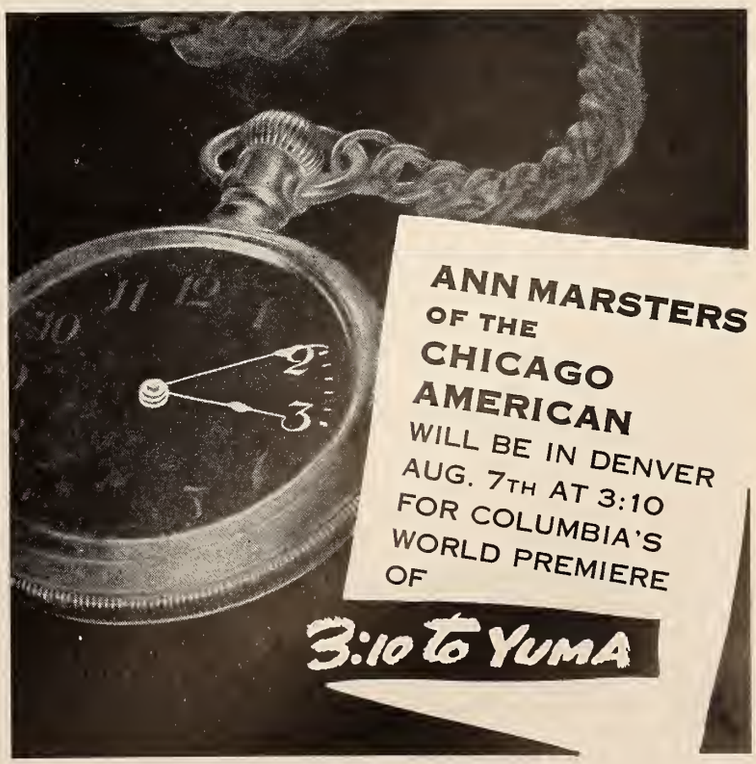
Robert Carr, formerly manager of Boulevard Drive-in Theatre, Deland, Fla., has been named manager of the Sevon Drive-in, Sebring, Fla.

□

Sy Schecter, formerly theatre manager for United Detroit Theatres and the Cinema Theatre, Detroit, has joined Universal-International exploitation staff. He will operate out of Kansas City.

□

Henry L. Needles, for many years Hartford district manager for Stanley Warner Theatres and more recently on inactive status, has been named treasurer for the extended Stanley-Warner Strand engagement of "Around the World in 80 Days."



Columbia Meet

(*Continued from page 1*)

Lacy W. Kastner, Columbia International president, and he will be assisted by Morris Goodman, sales manager, and Harry Novak, Continental supervisor. Discussion of publicity, advertising and exploitation both within the trade and to the public will be led by Lawrence H. Lipskin, Kastner's assistant, who is flying to Paris for the meeting, and Jack Wiener, Continental publicity chief.

Haworth to MPRC

HOLLYWOOD, July 25—Daniel F. Haworth, projection expert formerly in charge of major studio projection maintenance, has been engaged by the Motion Picture Research Council as theatre contact man, replacing Ken Wingo. Both Haworth and MPRC field representative Fred Beard will tour the northwest.

IT'S A HIT!
in Atlanta



BUT...will it be a hit in your house?

It went over big in Atlanta . . . but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

Detroit Toll-TV View Seems 'Wait and See'

Special to THE DAILY

DETROIT, July 25. — While no one will admit to any firm commitments, it was learned here today that at least one theatre executive has been making quiet inquiries to evaluate the possibilities of closed circuit toll TV. As far as can be learned this does not include any concrete effort to obtain a franchise.

One view expressed was that the Fox West Coast-International Telemeter partnership has been consummated so rapidly that even those involved are unsure of all the problems and details that lie ahead.

There is definite interest in closed circuit toll TV in Detroit, but no indication any one is in a hurry to leap in.

NBC Lends Aid to British Television

From THE DAILY Bureau

LONDON, July 23 (By Air Mail)—American TV know-how is being made available to TWW Ltd., program contractors for South Wales and the West of England, as the result of an agreement between TWW and NBC (International) Ltd. NBC will supply TWW various management services, from programs to technical matters, for the development and operation of TWW's station.

Under the agreement which, says TWW, will prove of value ultimately to commercial TV as a whole in this country, Robert Myers, a senior executive whose experience includes 20 years with NBC, has been assigned to TWW's London staff.

RETMA Becomes EIA

WASHINGTON, July 25 — Members of the Radio-Electronics-Television Manufacturers Association yesterday voted at a proxy membership meeting to change the name of the 33-year old industry organization to the Electronic Industries Association. The new name of the national electronic manufacturers organization marks the fourth change since the founding of the Association in Chicago in 1924 as the Radio Manufacturers Association. In 1950 "Television" was added, and in 1953 "Electronics."

'Bandstand' Aug. 5

"American Bandstand," a five-a-week, hour-and-a-half daytime program of popular music, audience participation, dance contests and guest performances and interviews, will start on the ABC Television Network Monday, Aug. 5. It will be broadcast Mondays-through-Fridays, 3:00 to 4:30 P.M., EDT, originating from studios of WFIL-TV, ABC Television affiliate in Philadelphia, with Dick Clark emceeing the proceedings before an audience of several hundred.

Television Today

Rembusch

(*Continued from page 1*)

committee is watching developments closely, but there is nothing for the committee to do on the wire service which can be bought from a public utility from point of origin to delivery. If the Federal Communications Commission should take any action allowing the use of the air waves for the toll service, then the situation would be different, Rembusch pointed out.

The well known Indiana exhibitor, former head of national Allied and himself a radio station operator, is not alarmed by the permission granted to Skiatron for use of wires under the streets, which is still subpect to a ruling by the city attorney, or the joint application of Fox West Coast Theatres and International Telemeter now before the Board of Utilities and Transportation. Action on the Skiatron application is due July 30.

Sees Coaxial Cable Necessary

Rembusch said that the Signal Corps of the army experimented a number of years ago on use of separated wires and found them unsatisfactory. He holds to the theory that only a coaxial cable will be able to carry TV programs without interference, and this would involve enormous expense on a citywide basis.

This problem may be overcome in the future, Rembusch admitted but it isn't a pressing issue from the exhibitors' point of view.

TPA Changes Policy On Making Pilots

A new policy concerning pilot films has been announced by Milton A. Gordon, president of Television Programs of America. Henceforth, he said, TPA will make pilot films only after extensive consultation with advertisers, agencies, networks and stations, with special reference to industry program needs, and after greatly intensified audience reaction studies.

To implement this policy, said Gordon, TPA is taking the following steps:

1. Creation of a "produce-to-order" department, under the direction of Bruce Eells, West Coast division vice-president for TPA.

2. A substantial increase in the budget for new programs and new program research, under executive producer Leon Fromkess and producer Anthony Veiller.

3. Inauguration by Eells of a continuing study of client needs in the program field. In this connection Eells will consult within the next three months with leading national and regional advertisers, their agencies, and network and station programming executives. Eells will also work with Fromkess and Veiller in seeking and developing new formats for TV film series.

"This past season," Gordon stated, "has seen the TV film industry suffer substantial losses as the result of an appalling number of unsold pilots. These losses run into millions. Happily, TPA is not included in this select but distraught group, and we neither want nor intend to be."

Who's Where

Ben A. Hudelson has been appointed manager of production for WRCA-TV. He was formerly with the New York office of Westinghouse Broadcasting Company where he served in the capacity of production supervisor on special assignments.

□

Marvin Lowe, veteran TV film salesman, has been appointed Midwest sales manager for Guild Films. Until recently he was vice-president and sales manager for Lippert Pictures and before that was associated with Motion Pictures for Television.

□

Robert Livingston has been named as Pacific Coast manager of network sales for CBS Television effective August 1. An account executive in the New York office of CBS Television Network Sales since 1950, he succeeds the late **Frank Samuels** who died in Los Angeles on July 7.

□

Cy **Kaplan,** National Telefilm Associates sales executive, has been named special assistant to **Harold Goldman,** NTA vice-president in charge of sales.

Ford Nomination to FCC Approved

Special to THE DAILY

WASHINGTON, July 25. — The Senate Commerce Committee today unanimously approved the nomination of Frederick W. Ford to the Federal Communications Commission for a seven-year term. Senate approval is expected whenever the Senate sets aside or completes the civil rights debate. Ford was nominated to succeed George R. McConnaughey.

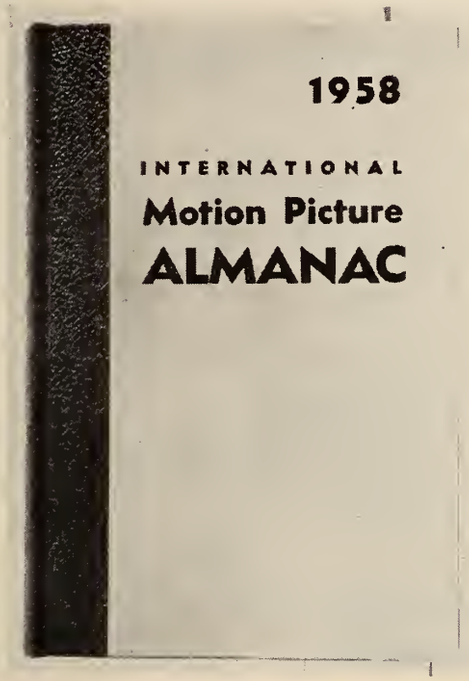
Gobel Readies Show

LAS VEGAS, July 25. — Comedian George Gobel, currently headlining a four-week engagement at the Riviera Hotel, will conduct script conferences here for presentation of his new fall television series. Gobel's show which makes its debut in color on Tuesday, Sept. 24, from 8 to 9 P.M., will alternate weekly in this time slot throughout the season with the Eddie Fisher show.

1958 Editions in Preparation—ORDER NOW!

(Make sure of your copy or set—the 1957 Editions were sold out by May 1st!)

Motion Picture Almanac—$5.00



BOTH VOLUMES

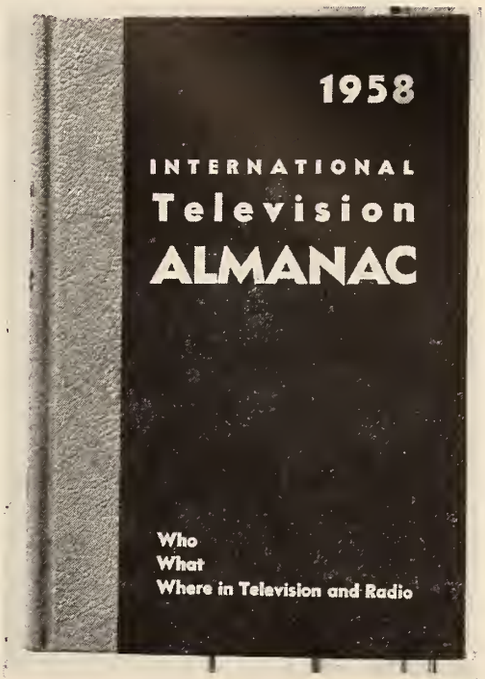
—the whole business world of the screen—

$8.50

•

The only Who's Who of either industry — unique also in format and arrangement for quick, easy reference with thumb - indexed subject divisions!

Television Almanac—$5.00



WHO'S WHO...WHAT'S WHAT...

facts of People, Companies, Industry *right at your finger tips*

Order now to make sure you will have the latest information at hand upon publication. SEND COUPON TODAY!

QUIGLEY PUBLICATIONS, 1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1958 edition of:

- ☐ MOTION PICTURE ALMANAC ($5)
- ☐ TELEVISION ALMANAC ($5)
- ☐ COMPANION SET OF THE TWO ALMANACS ($8.50)
  - ☐ Payment herewith
  - ☐ Bill me when shipped

Date of this reservation .....

Name .....

Address .....

.....

National Pre-Selling



The campaign for "Love in the Afternoon"

THE "Love in the Afternoon" ad reproduced above is one of the page units which appeared in 15 national magazines. Theatre owners and managers are receiving considerable help from A.A. in this advance advertising campaign, which will alert potential audiences to this Billy Wilder production starring Gary Cooper, Audrey Hepburn and Maurice Chevalier.

Page ads are appearing in the following magazines: "Life," "Look," "The Saturday Evening Post," "McCall's," "Redbook," "Seventeen," "True Story," "Pictorial Review," "Photoplay," "Modern Screen," "Motion Picture," "Screen Stories," "Movie Life," "Movie Stars Parade" and "Silver Screen."

•

An attractive color photo of Ernest Hemingway will appear on the cover of "Parade's" July 28 issue. This publication says: "At 58, he is Hollywood's favorite author. Lloyd Shearer, who has written a cover story for this issue, thinks that Hemingway's stories are money makers because practically all of his material throbs with active drama that can be made visual. Three films made from Hemingway's books will be released this year—"The Sun Also Rises," "A Farewell to Arms" and "Old Man of the Sea."

•

"Life" sent Ernie Haas to Spain to photograph the filming of "The Pride and the Passion." He spent all his spare time at bull fights, making a remarkable set of action pictures which appear in the July 29 issue.

•

Florence Somers reports in the August issue of "Redbook" "The dialogue in 'Man on Fire,' starring Bing Crosby, is excellent throughout. The cast, which includes several new faces to the screen, is fine. The picture is perfect family fare for summer entertainment." She selected this new M-G-M film as tops for August.

WALTER HAAS

Goldwyn Counsel Rebuked

(*Continued from page* 1)

to apologize to him for charging "I had violated the consent decree of the United States court, claiming I had been in flagrant disregard of that decree. That is a serious charge," Bertero exclaimed.

Judge Murphy remained impassive and did not instruct Alioto to apologize. Then Alioto, addressing the witness said:

"If you will find that part in the record where you take exception to anything I have stated I will examine it and make a statement for the court." This in effect, left the door open for Alioto either to apologize or reaffirm his original charge that Bertero "blue book" of clearances and run schedules mitigated against independent exhibitors in violation of a Federal consent decree issued against Fox in 1930.

Dunne Objections Sustained

But it was not all Alioto's day in court and the peppery Goldwyn attorney suffered two setbacks when Judge Murphy sustained objections by defense attorney Arthur B. Dunne and in one instance the judge appeared impatient with Alioto.

Judge Murphy's indicated impatience with Goldwyn's attorney came as he announced the noon recess. For more than an hour Alioto had been hammering away at Bertero concerning purported discussions with Bert Pirosh, Chief FWC film buyer, in an attempt to establish that Pirosh on a number of occasions sought to eliminate competitive bidding with product-dividing arrangements among independents.

Finally, after Bertero had repeatedly insisted he had no recollection of discussing such matters with Pirosh, Judge Murphy interrupted to say:

"It is remarkable to me that anyone could remember anything after all these years, and all this ancient history seems immaterial to me. I've been trying to get this case to trial for seven years."

Wants Cases 'Streamlined'

Adding that he meant no "disrespect" to Alioto, the judge remarked it is his hope that anti-trust cases eventually will be "streamlined" to eliminate unnecessary evidence and waste of time. He said further he has discussed such possible Federal Court reforms with New York members of the United States bench.

Earlier, Alioto had suffered another rebuff when Judge Murphy sustained Dunne's objection to Goldwyn's attorney reading into the records as "findings of fact and conclusions of law" excerpts from the Paramount case decision. Such excerpts, the judge ruled, were not relevant to Bertero's testimony.

Change SW Managers In New England Zone

Special to THE DAILY

HARTFORD, July 25.—Managerial appointments in the Stanley-Warner New England zone, effective immediately, have been announced by Harry Feinstein, zone manager.

Joseph Miklos, manager, Embassy, New Britain Conn., goes to the Strand, that city succeeding the late Joseph S. Borenstein. Michael Mowchin, formerly Borenstein's assistant, moves to the Embassy as manager, with Edward McCloskey, ex-Embassy assistant, replacing him at the Strand. Kenneth Savage, formerly Embassy chief of staff, becomes Embassy assistant manager.

William McGrath, manager, State, Manchester, Conn., becomes manager of the Palace, Danbury, Conn., succeeding the late Jack Harvey. William Sheppard, formerly State assistant, moves up to State manager.

Guild Books 'Baby'

"The Baby and the Battleship," a Distributors Corporation of America release, has been set to follow the current attraction now at the Guild Theatre here.

L. K. Linforth, 51

SEATTLE, Wash., —July 25.—Lionel Keith Linforth, 51, pioneer theatre manager in Seattle and for the past few years manager of the Top Hat Club of Fairbanks, died of a heart attack.

'80 Days' to Charlotte Starting Next Month

Special to THE DAILY

CHARLOTTE, July 25.—"Around the World in 80 Days" will be shown at the Manor Theatre here some time next month, the exact dates to be set later, it has been disclosed by Ernest G. Stellings, president of Stewart & Everett Theatres, who said the picture will continue there for an indefinite run, with 10 shows weekly, including three matinee performances.

The Charlotte engagement will be the 55th in the world for the Mike Todd production, and is believed to be the only engagement for the Carolinas this year.

Titled '18 and Anxious'

HOLLYWOOD, July. 25 — AB-PT Pictures has announced a change of picture title from "Young Mother" to "Eighteen and Anxious." The film is the third completed by the production organization.

Name Walker to TAS

J. Miller Walker, former vice-president of RKO Radio Pictures has accepted the appointment as chairman of the Motion Picture Division of Travelers Aid Society of New York's 52nd Annual fund drive, to be conducted in the fall.

North Carolina

(*Continued from page* 1)

recently and passed an ordinanc prohibiting Sunday films within th city limits. The ordinance bears a amendment which provides for referendum on the matter by Fores City citizens, providing that 25 pe cent of the registered qualified elec tors who voted in the last election sign a petition for an election on the question.

Meanwhile Griffin opened his thea tre last Sunday and started a peti tion for repeal of the ordinance.

Milwaukee Prints

(*Continued from page* 1)

fice," commented one exchange manager, "and there are just so many prints."

Other cities demanding prints fo the same dates makes the situation complicated, it was explained. All the exchange heads say there is no desire to hold back prints, but a few point out that the shortage does not apply to all films. On some there is a shortage due to heavier demand; on others there is a surplus.

Top-Film Status Is Set For Kansas City Roxy

Special to THE DAILY

KANSAS CITY, July 25. — On the basis of present arrangements, the Roxy Theatre here is firmly set to become a permanent big-picture, extended-run house.

Through an arrangement made with the major Hollywood producers, the downtown theatre reportedly will be allotted a sufficient number of top productions to maintain the exclusive policy.

'Pride' to Follow

Following "The Ten Commandments," which will end an engagement of 24 weeks at the theatre on Wednesday, the Roxy will show "The Pride and the Passion," the intention being to hold the Stanley Kramer picture for a minimum of eight weeks.

After that engagement, the theatre is scheduled to play M-G-M's "Raintree County," and probably will follow it with "Pal Joey."

Faris Completing Film

Visual Drama, Inc., subsidiary of RKO Teleradio, which produced the motion picture feature, "Gangbusters," will have another feature, entitled "Guns Don't Argue," ready for release in September, according to an announcement from Robert Manby, vice-president of RKO Teleradio. The picture is being completed in Hollywood by William Faris, the producer of "Gangbusters," and the campaign is being readied by Terry Turner and Don Thompson. It will open in a saturation booking throughout New England now being arranged by Joe Levine of Embassy Pictures in Boston.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 19 NEW YORK, U.S.A., MONDAY, JULY 29, 1957 TEN CENTS

Bertero Says:

FWC Studies San Francisco Toll TV Bid

Telemeter Currently in Talks with City Heads

Special to THE DAILY

SAN FRANCISCO, July 28.—If toll-TV is to be an actuality in the near future in this territory Fox West Coast Theatres "most definitely wants to be in on the ground floor."

In an exclusive interview with MOTION PICTURE DAILY at the weekend, John B. Bertero, president of FWC, said at present the situation is unclear

(*Continued on page 5*)

Columbia Readies Its 'Fabulous 5'

Special plans for promoting five of Columbia's top new films under the campaign slogan of the "Fabulous Five" were announced here at the weekend by general sales manager Rube Jackter. The announcement followed a three-day meeting of the com-

(*Continued on page 2*)

Start Local Promotion For Telemovies Test

Special to THE DAILY

PHILADELPHIA, July 28.—Local advertising and promotion for Video Independent Circuit's telemovies test in Bartlesville, Okla., next month has

(*Continued on page 5*)

Television Today

Page 6

'Snooty' Critics Attacked for 'Unfair' Reviews of Pictures

Special to THE DAILY

WASHINGTON, July 28—"Unfair" reviews of motion pictures which reflect a "disdainful attitude" on the part of the reviewers "out to establish their own superiority by snooting the movies" are scored in the official bulletin of Allied States Association issued at the weekend by Abram F. Myers, general counsel and chairman of the board of directors.

The bulletin refers in particular to the reviewer "on a certain weekly periodical with a large circulation" as a "conspicuous example of the supercilious school of criticism."

"His remarks," it is stated, "abound with wise cracks, doubtful puns and

(*Continued on page 2*)

Allied Board Meet, EDC Switched to Pittsburgh

Allied States Association's regular summer board meeting will be held Aug. 14 and 15 at the Penn Sheraton Hotel, Pittsburgh, instead of in New York as previously reported.

The board sessions will be preceded by a meeting of Allied's Emergency Defense Committee in the same hotel on Aug. 13.

Technicolor Earnings $710,000 for 6 Months

The consolidated net earnings of Technicolor, Inc., and its wholly owned subsidiaries for the first six months of 1957, after taxes, amounted to approximately $710,000 or 35c a share on the 2,032,236 shares of stock outstanding, it was announced at the

(*Continued on page 5*)

Five Theatres Reopen In Upper Midwest

Special to THE DAILY

MINNEAPOLIS, July 28.—The upper midwest exhibition picture is bullish this week with four small town houses announcing reopenings. In addition the Minnesota Amusement Company last week reopened its Grand Theatre in Mankato as its top house in that city.

In Scranton, Ia., the local VFW post authorized the purchase of the

(*Continued on page 5*)

EDITORIAL

Unconventional Sales Methods Are Paying Off

By Sherwin Kane

TRADITIONAL selling methods are being ignored more and more of late and the departures from the long-established pattern are not limited to the big special productions. They encompass modest exploitation pictures and good, top program pictures, as well.

The new sales plans are almost as varied as the product to which they are applied. Almost the only thing uniform in the broad, shifting scene is the financial success which the new policies are meeting.

MOTION PICTURE DAILY's news columns of late have reported

(*Continued on page 3*)

Palmieri Acts

Deny Petition For National's New Theatre

Claims Circuit Would 'Unduly Restrain Trade'

New York Federal Judge Edmund L. Palmieri Friday denied a petition filed by National Theatres to construct a new theatre in Garden Grove, Calif. The circuit told the judge it had considered the new theatre a "pilot" which would enable it to determine whether or not NT should continue to build additional theatres or divert its money into other channels.

In his opinion Judge Palmieri said

(*Continued on page 2*)

Wisconsin Allied in Vogel's Proxy Corner

Special to THE DAILY

MILWAUKEE, July 28.—A pledge to vote all Loew's stock held by members of Allied Independent Theatre Owners of Wisconsin and to solicit proxies within the state for management for the special meeting of stockholders called for Sept. 12 was forwarded to Joseph R. Vogel, Loew's president, at the weekend by Ben D.

(*Continued on page 5*)

To Hear Pirosh, Naify In Goldwyn 'Trust' Case

Special to THE DAILY

SAN FRANCISCO, July 28—Samuel Goldwyn's charges that Fox West Coast Theatres eliminated competitive film bidding by independent exhibitors up and down the Pacific coast through product-dividing deals will be explored tomorrow in Goldwyn's anti-

(*Continued on page 5*)

What Pushed KHRUSHCHEV On To The Back Page?

PERSONAL MENTION

EDWARD MUHL, Universal Pictures vice-president in charge of production, has arrived in New York from Hollywood.

•

ALEX HARRISON, 20th Century-Fox general sales manager; GLENN NORRIS, Central-Canadian division manager, and home office sales executives ROGER FERRI and JACK BLOOM left here at the weekend for Cleveland.

•

TAYLOR MILLS, director of the public relations-information department of Motion Picture Association of America, will return to New York today from his vacation.

•

JAY SMOLIN, advertising director for Associated Artists Productions, and MRS. SMOLIN, will return to New York today from Paris and Rome.

•

W. E. OLIVER, head of the film division of B.O.A.C., returned to London on Saturday from New York.

•

STAN MARGULIES, Bryna Productions publicity representative, returned to Hollywood over the weekend from New York.

•

MAC ST. JOHNS, publicity director for Globe Enterprises, will arrive in New York today from the Coast.

•

ROBERT ARTHUR, producer, will leave here today for London via B.O.A.C.

Retain Andersen & Co. As Loew's Accountants

Joseph R. Vogel, president of Loew's, Inc., on Friday announced that Andersen & Co., of New York, has been retained as the regular accounting firm for the worldwide motion picture organization.

The Andersen firm has completed its previous short-term assignment of reviewing accounting policies and procedures and now will begin work on regular duties, Vogel said.

"We are pleased to have so eminent an organization as Andersen & Co. undertake this vital function for us," Vogel continued, and added:

"This development, together with the designation of Robert H. O'Brien as our new vice-president and treasurer, rounds out the first phase of our financial plans. I am certain that the new team of experts will make valuable contributions to the company and to all of its stockholders."

Deny Petition for NT House

(*Continued from page* 1)

he did not believe the circuit had "sustained the burden of proof" that construction of a new theatre in Garden Grove would not unduly restrain trade.

Earlier this month Palmieri gave the green light to Loew's Theatres after that circuit had filed a similar petition to acquire a new theatre just north of Miami Beach, Fla. Palmieri ruled that the new Florida house would not unduly restrain trade in that area.

In petitioning for the new theatre late in June, NT's lawyers told the court the circuit has been experiencing difficulties because of competition from television and drive-ins, as well as a lack of parking space for patrons' cars. With the new theatre, the circuit would be able to meet drive-in competition, it was said, and would have adequate parking facilities.

Opposition to the National request was expressed by Cecil Zinnicoff, of the Southern California Amusement Co., which is presently constructing a new theatre two and a half miles from the proposed NT site. He argued it would be impossible for him to compete with the National circuit for first run films as the latter would have an "economic advantage." The number of theatres in the area is not a factor—only the product situation.

The government, represented by Maurice Silverman, of the anti-trust division of the Department of Justice, had no oppostion to offer at the June hearing.

'Snooty' Critic

(*Continued from page* 1)

dirty digs and contain nothing to indicate whether the average American would enjoy the picture. He plainly writes for his own amusement and that of the readers who will accept neat phrases and a play on words as substitutes for information and constructive thought. Most assuredly he does not write for the information of potential movie-goers."

This attitude has spread from the weekly periodicals to reviews in some daily newspapers, the bulletin asserts, and adds that this "is becoming irksome to exhibitors and, we hope, to all lovers of fair play."

'What Can Be Done About It'

As to what can be done about it, the bulletin points out: "Perhaps the only way in which reform can come is for the readers to complain that they are being unfairly treated because the reviewers do not give them the facts concerning the movies. That is to say, that reviewers are misrepresenting the movies to their readers by commenting only on what they deem to be the bad features of a picture without mentioning other features which the reader might enjoy.

"Many times the author of this bulletin has seen a picture that has received a bad review and enjoyed it hugely. And this in spite of the fact that he conceded that the reviewer was probably right in saying that the plot was illogical, that the dialog in some respects was corny, or that the star did not make the most of his role. The fact was that despite these imperfections the picture was highly entertaining—a fact the reviewer did not deem worth mentioning.

"Next time that happens, I may write a letter to the editor. In fact, I would like to initiate a fad."

Columbia '5'

(*Continued from page* 1)

pany's home office sales executives and division managers which ended Friday.

The five pictures, to be released beginning this week and through the end of the year, are "Jeanne Eagels," "3:10 to Yuma," "Operation Mad Ball," "The Bridge on the River Kwai," and "Pal Joey."

Jackter told his top aides and the divisional sales chiefs that the "Fabulous Five" campaign would not only "enhance the box office value of these major productions but would benefit the remainder of the Columbia schedule and the product of the rest of the industry as well."

'These . . . Are Our Showcase'

"These five films are our showcase product," the new general sales manager told the group assembled at the Savoy Plaza Hotel. "These are the ones we are putting in the window to bring them in off the street, the same way a store on Fifth Avenue or Main Street uses its most attractive and unusual goods as attention-getters for all the merchandise."

Jackter emphasized that Columbia's top command placed great importance on the "Fabulous Five," feeling that such a concentration of high quality product within a few months "could contribute much to revitalizing the movie-going habit that is so vital to the prosperity of the industry."

Blumberg Hopitalized

HOLLYWOOD, July 28. — Nate Blumberg, chairman of the board of Universal Pictures, who last Thursday suffered a heart attack described as mild, is reported making steady progress to recovery at St. Joseph's Hospital, Burbank.

Find N. Y. Production Easier and Cheaper

By FLOYD STONE

Producing here—and, especially, they stressed, at the Gold Medal Studio in the Bronx—certainly is as easy as in Hollywood, and cheaper, probably by one-third. So believe producer Milton Perlman, associate producer George Justin, writer Paddy Chayefsky, and studio owner Marin Poll.

They're all working on Chayefsky's "The Goddess" these days, and will be until August end, after which they'll shoot in Hollywood. The picture is about Hollywood.

The four men on Friday had the press as guests during luncheon and production.

'Helping Director Cromwell'

Chayefsky held forth mainly, citing the production of a picture in New York about Hollywood matters to prove his point that authenticity is integrity, skill, and inspection. He is there to help director John Cromwell, and he's working, he said, less than in Hollywood on "Marty" and "The Bachelor Party."

Chayefsky and Perlman (Carnegie Pictures) are making the picture here for a third less than a $1,500,000 Hollywood budget. They don't have mechanical "extras," and their crews, and a studio overhead charge, or expensive actors.

Justin said the production justified the slogan, "Keep 'em in the East," and that he felt this way makers have the choice of the best in the fields of screen, television and the theatre.

Perlman View on Exploitation

Perlman said exploitation must fill the gap between the best picture and its sale, and that Columbia, the men feel, will promote capably.

Poll said the studio for several hundred thousand was rewired, repiped, refloored, reequipped with windows. Its next will be Harold Robbin's "Never Love a Stranger" for Allied Artists.

Messrs. Perlman and Chayefsky will make next for Columbia (probably at Gold Medal) "Middle of the Night." But probably not with Edward G. Robinson, or with high priced actors. And certainly not expensively. Said Chayefsky: "I don't understand actors. I'd make a bad director. I'm a writer. And I don't like spending money unnecessarily."

Rank Duo to Kansas City

The Rank Organization's combination program of "Checkpoint" and "The Black Tent" has been scheduled for a multiple first-run opening in the Kansas City area starting Sept. 18.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Buena Vista, RKO Talk Distribution for 'Stage'

Talks are underway between Buena Vista and RKO Radio Pictures for the former to distribute "Stage Struck," the RKO film produced recently in New York, it was learned here at the weekend.

"Stage Struck" is the only film completed by RKO which was not included in the distribution deal with Universal-International.

Reade Drive to Honor Schermerhorn Is Set

Managers of the nearly 40 indoor and drive-in theatres of the Walter Reade Theatres will honor Nick Schermerhorn, vice-president in charge of theatre operations, with a six-week Summer Showmanship Drive, starting Wednesday.

More than $5,000 in cash awards will be distributed during the six-week period and managers will compete with each other in six categories: gross, expenses, attendance, concessions, exploitation, and theatre operations. Points will be awarded for the best job in each category and the manager with the most number of points will win weekly prizes. The grand prize for the top ten winners will be awarded at the conclusion of the drive in September.

Six Will Judge

Judges for the drive will be Edwin Gage, executive vice-president; Jack P. Harris, vice-president in charge of buying and booking; Al Floersheimer, vice-president in charge of catering; Sheldon Gunsberg, vice-president in charge of advertising and publicity; Paul Baise, assistant advertising and publicity director; and Joseph Lamm, circuit controller.

Max Schosberg Dead, Pioneered Concessions

Max Schosberg, pioneer in the operation of theatre concessions, died at his home here on Friday following a lengthy illness. He was 85 years old and had retired about 10 years ago after establishing candy and other confections merchandising units in Paramount theatres around 1927. He had remained in charge of the theatre confection sales division of Paramount Publix until his retirement in 1947.

Schosberg was a friend of long standing of Adolph Zukor's, chairman of the board of Paramount Pictures. The two came in this country from Hungary together and were in the fur business before entering the film and theatre business.

'Memory' for Borzage

HOLLYWOOD, July 28. — Frank Borzage will produce and direct "Time Is a Memory" for Batjac Productions and United Artists release.

EDITORIAL

(CONTINUED FROM PAGE 1)

on the outstanding business done, for example, with such unorthodox sales methods as the "Friendly Persuasion" Detroit opening in selected neighborhood houses; the "Johnny Tremain" simultaneous neighborhood and downtown first run bookings in Boston; the first of a series of dual feature first runs of Universal product in 20 neighborhood houses in Chicago, and the extended special engagement plan for 'The Ten Commandments" which Paramount began in Philadelphia recently and is expanding throughout the country.

•

New Methods, even though successful, are seldom welcomed wholeheartedly or universally. That is readily understood because, when the status quo is disturbed, someone is bound to lose out, just as someone else is sure to benefit.

Thus, many distributors are hesitant about expanding first run bookings of their product in the new suburban growth areas, ahead of or day and date with downtown first runs, and many exhibitors are to be found contesting one or another of the new sales plans.

Philadelphia exhibitors went to court in an attempt to prevent Paramount from ignoring the traditional 28-day availability after first run when the lengthy special engagement of "The Ten Commandments" began to lag at the Randolph Theatre there and the company realized it would have to come up with something new in order to get the proper summer revenue for its costly production.

Charles Boasberg, Paramount's special sales executive for "The Ten Commandments," hit upon the idea of competitive bidding within a limited number of specified city areas for extended special engagements of the picture. Five in the city and five in the surrounding area were eventually awarded the picture. It is expected to play six to eight weeks in each, although rarely does any picture get a second week in the theatres involved.

It is significant to the trade that the Philadelphia Federal court refused to enjoin Paramount from putting its plan into effect and, in essence, said it could see nothing wrong with this special plan to realize a profit on a special picture representing an extraordinary investment.

The plan will be employed elsewhere around the country as premiere engagements are concluded.

What appears to be significant about the experiments with new selling methods is that they, as much as the exhibitor's efforts and the product itself can contribute to or account for spectacular box office business in a desultory summer season such as this one happens to be.

It has been made apparent by the new selling adventures thus far that there are rewards to be had for both distributor and exhibitor in breaking away from traditional selling methods under a wide variety of circumstances. It is up to both exhibitor and distributor to get together on more experiments of the kind that have been going on.

When business is lethargic, there is nothing to be gained by adhering to the old, conventional methods that made and keep it that way.

Get Behind the Will Rogers Hospital Fund Campaign

THE annual appeal for funds for the Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y., will be held Aug. 7-14 under the co-chairmanship of S. H. Fabian and Ned E. Depinet.

The campaign combines the industry Christmas Salute contributions with audience collections in theatres. It is hoped to raise $1,000,000, required for the recent extension of hospital care, without charge, to victims of all chest ailments, in addition to tuberculosis, of industry members and their relatives, and for the research which it is hoped may result in the discovery of a preventive serum for tuberculosis.

An excellent trailer, featuring Deborah Kerr, has been produced by 20th Century-Fox and is available for theatre use through National Screen Service exchanges during the drive. It describes the work of the hospital and the need for funds, and does both so effectively that most audiences are likely to feel they are privileged in being granted an opportunity to help.

Show the trailer, and give to the Salute.

Texas Drive-In Assn. Plans '58 Convention

Special to THE DAILY

AUSTIN, Tex., July 28—The Texas Drive-In Theatre Owners Association will have its annual convention on January 19, 20 and 21 in 1958 at the Baker Hotel in Dallas, Eddie Joseph, president, announced here.

The convention chairman is Preston Smith of Lubbock. Clyde Butter, executive secretary of the group, is already receiving requests for booth space at the convention.

Mexican Films Will Be Pushed

A drive is underway to launch the film product of Mexico in the American market, spearheaded by a prominent New York attorney representing Mexican banking interests, it was learned here at the weekend.

Banco Cinematografico de Mexico, which is behind the new drive, reportedly has by-passed its normal distributive channels, Cimex and Azteca, and turned the generalship of the campaign over to the New York group. The Mexican film interests are convinced that success of their campaign will depend upon drawing good American writers and stars south of the border. No deficit of good directors or actors exists in Mexico, and the addition of writers and big names to attract attention is thought to be the key to the Mexican film problem.

In an effort to lure writers and stars to Mexico negotiations have been begun with Metro-Goldwyn-Mayer and J. Arthur Rank, among others. Thus far the Mexican film interests have signed actor Jack Palance for a $150,000 contract, and they are confident that they will have equal success with many other American artists.

Rank Brochure Mailed To Theatre Operators

Rank Film Distributors of America is currently mailing out 5,500 copies of its four-page product brochur to independent theatremen and circuit operators across the country to inform them of the Rank Organization's product now available for domestic release.

The brochure, which also lists company personnel headed by president Kenneth N. Hargreaves and general sales manager Irving Sochin, covers the 14 pictures currently in release and set for distribution by late September.

"Words cannot describe the Will Rogers hospital. Unless you have been there, personally, to see it. I assure you that anyone turning down the Audience collection is just not doing the right thing."—*Lou Levy, Universal - International, Des Moines, Iowa.*

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	RANK F.D.A.	REPUBLIC	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
JUNE	SPOOK CHASERS Huntz Hall, Stanley Clements LET'S BE HAPPY (CS, color) Tony Martin, Vera-Ellen—93 min. (Rev. 5/27/57) THE PERSUADER James Craig, William Talman DESTINATION 60,000 Preston Foster, Coleen Gray — 65 min. (Rev. 7/22/57)	BEYOND MOMBASA (CS, color) Cornel Wilde, Donna Reed—90 min. (Rev. 6/6/57) GARMENT JUNGLE (CS) Lee J. Cobb, Kerwin Matthews — 88 min. (Rev. 4/26/57) THE BURGLAR Jayne Mansfield, Dan Duryea — 90 min. (Rev. 6/12/57) THE NIGHT THE WORLD EXPLODED William Leslie — 64 min. (Rev. 6/17/57) THE GIANT CLAW Mara Corday, Jeff Morrow	THE SEVENTH SIN (CS) Eleanor Parker, Bill Travers—94 min. (Rev. 5/16/57) SOMETHING OF VALUE Rock Hudson, Dana Wynter—113 min. (Rev. 4/29/57)	THE LONELY MAN (VV) Anthony Perkins, Jack Palance—87 min. (Rev. 5/13/57)	REACH FOR THE SKY Kenneth More, Muriel Pavlow — 106 min. (Rev. 3/18/57) CHECKPOINT (color) Anthony Steel, Odile Versois — 82 min. (Rev. 6/18/57)	PAWNEE (color) George Montgomery, Bill Williams — 80 min. (Rev. 7/22/57) JOURNEY TO FREEDOM Jacque Scott, Geneviv Aumont BEGINNING OF THE END (AB-PT) Peter Graves, Peggie Castle—73 min. (Rev. 7/3/57) THE UNEARTHLY (AB-PT) John Carradine, Allison Hayes—73 min. (Rev. 7/8/57)	THE WAYWARD BUS (CS) Jayne Mansfield, Joan Collins — 89 min. (Rev. 5/27/57) ISLAND IN THE SUN (CS, color) James Mason, Jean Fontaine — 119 min. (Rev. 6/13/57) LURE OF THE SWAMPS (Regalscope) Willard Parker, Skip Homeier—75 min. (Rev. 6/5/57) TWO GROOMS AND A BRIDE John Carroll	SAINT JOAN Richard Widmark, Richard Todd — 110 min. (Rev. 5/8/57) SWEET SMELL OF SUCCESS Burt Lancaster, Tony Curtis—96 min. (Rev. 6/19/57) TROOPER HOOK Joel McCrea, Barbara Stanwyck THE BIG CAPER Rory Calhoun, Mary Costa—84 min. (Rev. 4/16/57) BAYOU Peter Graves, Lita Milan—88 min. (Rev. 6/6/57)	MAN AFRAID (CS) George Nader, Phyllis Thaxter — 84 min. (Rev. 4/16/57) THE KETTLES ON OLD MACDONALD'S FARM Marjorie Main, Parker Fennelly — 81 min. (Rev. 5/16/57) PUBLIC PIGEON NO. 1 (RKO) (color) Red Skelton, Vivian Blaine — 79 min. (Rev. 5/2/57)	A FACE IN THE CROWD Andy Griffith, Patricia Neal—125 min. (Rev. 5/28/57) THE D.I. Jack Webb Don Dubbins — 106 min. (Rev. 5/27/57)
JULY	LOVE IN THE AFTERNOON Gary Cooper, Audrey Hepburn—125 min. (Rev. 6/3/57) DAUGHTER OF DR. JEKYLL John Agar, Gloria Talbott DINO Sal Mineo, Susan Kohner — 96 min. (Rev. 6/19/57) CYCLOPS James Craig, Tom Drake—75 min.	FIRE DOWN BELOW (CS, color) Rita Hayworth, Robert Mitchum — 116 min. (Rev. 5/29/57) THE 27TH DAY Gene Barry, Valerie French — 75 min. (Rev. 5/27/57) TWENTY MILLION MILES TO EARTH William Hopper — 82 min (Rev. 6/18/57)	MAN ON FIRE Bing Crosby, Inger Stevens — 95 min. (Rev. 6/4/57) SILK STOCKINGS (CS, color) Fred Astaire, Cyd Charisse—117 min. (Rev. 5/20/57)	BEAU JAMES (VV, color) Bob Hope, Paul Douglas — 105 min. (Rev. 6/7/57) THE DELICATE DELINQUENT (VV) Jerry Lewis, Martha Hyer — 100 min. (Rev. 5/31/57) LOVING YOU (VV, color) Elvis Presley, Lizabeth Scott—101 min. (Rev. 7/3/57)	VALUE FOR MONEY (VV, color) John Gregson, Diana Dors—93 min. (Rev. 6/10/57) TRIPLE DECEPTION (VV, color) Michael Craig, Julia Arnall — 85 min. (Rev. 6/17/57) OUT OF THE CLOUDS (color) Anthony Steel, Robert Beatty — 79 min. (Rev. 7/3/57) THE THIRD KEY Jack Hawkins, John Stratton — 96 min. (Rev. 6/17/57)	LAST STAGECOACH WEST (N) Jim Davis, Mary Castle TAMING SUTTON'S GAL (N) John Lupton, Gloria Talbott	AN AFFAIR TO REMEMBER (CS, color) Cary Grant, Deborah Kerr — 114 min. (Rev. 7/12/57) GOD IS MY PARTNER Walter Brennan — 80 min. (Rev. 7/9/57) THE ABDUCTORS Victor McLaglen, Fay Spain—80 min. (Rev. 6/28/57) A HATFUL OF RAIN (CS) Eva Marie Saint, Don Murray — 109 min. (Rev. 6/18/57) BERNARDINE (CS color) Pat Boone, Janet Gaynor — 95 min. (Rev. 6/21/57)	THE PRIDE AND THE PASSION (VV, color) Cary Grant, Frank Sinatra — 131 min. (Rev. 6/26/56) HIDDEN FEAR John Payne, Conrad Nagel — 83 min. (Rev. 7/10/57) BOP GIRL GOES CALYPSO Judy Tyler — 80 min. (Rev. 7/22/57) BUCKSKIN LADY Patricia Medina—66 min (Rev. 7/3/57) OUTLAW'S SDN Dane Clark—88 min. (Rev. 7/8/57)	TAMMY AND THE BACHELOR (CS, color) Debby Reynolds, Leslie Nielsen — 89 min. (Rev. 5/21/57) JOE BUTTERFLY (CS, color) Audie Murphy, George Nader—90 min. (Rev. 4/24/57)	THE PRINCE AND THE SHOWGIRL (color) Marilyn Monroe, Laurence Olivier—116 min. (Rev. 5/15/57) THE CURSE OF FRANKENSTEIN (color) Peter Cushing, Hazel Court — 83 min. (Rev. 6/20/57)
AUGUST	FROM HELL IT CAME Tod Andrews, Tina Carver THE DISEMBODIED Paul Burke, Allison Hayes DEATH IN SMALL DOSES Peter Graves, Mala Powers PORTLAND EXPOSE Edward Binns, Carolyn Craig	JEANNE EAGELS Kim Novak, Jeff Chandler — 114 min. (Rev. 7/19/57) THE YOUNG DON'T CRY Sal Mineo, James Whitmore NO TIME TO BE YOUNG Robert Vaughn, Roger Smith PICKUP ALLEY (CS) Victol Mature, Anita Ekberg TOWN ON TRIAL John Mills, Charles Coburn — 96 min. (Rev. 7/8/57)	TIP ON A DEAD JOCKEY (CS) Robert Taylor, Dorothy Malone GUN GLORY (CS, color) Stewart Granger, Rhonda Fleming—89 min. (Rev. 7/22/57) DECISION AGAINST TIME Jack Hawkins, Elizabeth Sellars — 87 min. (Rev. 7/8/57)	OMAR KHAYYAM (VV, color) Cornel Wilde, Michael Rennie	A TOWN LIKE ALICE Virginia McKenna, Peter Finch—107 min. (Rev. 7/18/57) THE GENTLE TOUCH (color) George Baker, Belinda Lee THE BLACK TENT (VV, color) Anthony Steel, Donald Sinden—93 min. (Rev. 7/8/57) AS LONG AS THEY'RE HAPPY (color) Jack Buchanan, Janette Scott JACQUELINE John Gregson, Kathleen Ryan	THE WAYWARD GIRL Marcia Henderson, Peter Walker OPERATION CONSPIRACY Philip Frend, Leslie Dwyer	WILL SUCCESS SPOIL ROCK HUNTER? (CS, color) Jayne Mansfield, Tony Randall THE SEA WIFE (CS, color) Joan Collins, Richard Burton FORTY GUNS (CS) Barbara Stanwyck, Barry Sullivan APACHE WARRIOR Keith Larson, Jim Davis—73 min. (Rev. 7/24/57)	THE MONTE CARLO STORY (Technirama) Marlene Dietrich, Vittoria de Sica—99 min. (Rev. 6/21/57) THE FUZZY PINK NIGHTGOWN Jane Russell, Ralph Meeker VALERIE Anita Ekberg, Sterling Hayden JUNGLE HEAT Lex Barker, Mari Blanchard MY GUN IS QUICK Robert Bray LADY OF VENGEANCE Dennis O'Keefe	NIGHT PASSAGE (Technirama) James Stewart, Audie Murphy—90 min. (Rev. 5/14/57) THE MIDNIGHT STORY (CS) Tony Curtis, Marisa Pavan—89 min. (Rev. 6/11/57) THE LAND UNKNOWN (CS) Jock Mahoney, Shawn Smith—78 min. (Rev. 6/21/57)	BAND OF ANGELS (color) Clark Gable, Yvonne de Carlo — 127 min. (Rev. 7/10/57) RISING OF THE MOON Abbey Theatre Players — 81 min. (Rev. 7/9/57) THE JAMES DEAN STORY THE PAJAMA GAME (color) Doris Day, John Raitt

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Allied Bulletin Hails Doob Appointment

National Allied's bulletin announcing the summer board meeting expressed satisfaction at the appointment of Oscar Doob as coordinator of the promotional campaign. "Doob won the admiration and gratitude of Allied's chairman of the board," the bulletin said, "for his work. . . . during the 1950-51 tax campaign. It is expected that he will supply the snap, crackle and pop that has been so lacking in COMPO's endeavors."

Wisc. Allied

(*Continued from page* 1)

Marcus, president of Wisconsin Allied.

Marcus's message to Vogel said:

"Your courageous move for a showdown with the dissident group and obstructionist directors is greatly admired by all of us.

"Your call for a special meeting of the stockholders to replace some of these directors, who have constantly interfered with your efforts of bringing your company back to its position of leadership in the field of production, will be backed by every stockholder and members of the motion picture industry, who have the welfare of your company at heart.

"All of us pledge to vote whatever Loew's stock we hold in favor of management. We will also volunteer to solicit proxies on behalf of management throughout the State of Wisconsin, if you so desire."

Five Theatres

(*Continued from page* 1)

Rex Theatre which was closed last October by Fred Crose. Present plans are to operate the theatre weekends, using the rest of the building for WFW activities.

In Mellen, Wis., Lee Kalmon has reopened his Met Theatre, and N. A. and L. E. Jorgensen have reopened the Regale at Salem, S. D. Also reopening is the Grove at Caledonia, Minn.

Press Loud in Praise

The reopening of the Grand at Mankato brought a full column of praise from Franklin Rogers, columnist on the Mankato Free Press, who declared that it indicated a "new lease on life" for the motion picture industry and adding "we hope it is indicative of what the industry has in mind for the future."

'Pride' Brings $676,390

In the first four weeks of its simultaneous world premiere engagements in New York, Chicago and Los Angeles, Stanley Kramer's "The Pride and the Passion" has established an all-time United Artists record by grossing $676,390, according to James R. Velde, UA general sales manager.

FWC Studies Toll-TV Bid

(*Continued from page* 1)

as to cost and various engineering problems.

"While we hear all sorts of optimistic statements concerning this new medium's immediate future," he said, "there can be no doubt that there are a lot of Buck Rogers tricks to overcome, because the closed circuit operations are by no means as uncomplicated as ordinary TV."

"The ultimate cost, of course, is our big concern at present. If we are told it is going to cost us $30 or $40 million to get started, our people are going to want to know where all that money is coming from and what we are likely to get in return."

Bertero revealed that FWC has taken steps to go in with Paramount's International Telemeter Corp. in this area and that Telemeter's vice-president Lou Novins currently is talking with San Francisco city government heads concerning terms for a franchise.

Referring to FWC's tieup with Telemeter in Los Angeles, Bertero pointed out that an ordinance in that city prohibits granting of exclusive toll-TV rights to any operator, and he expressed the hope that such conditions ultimately will prevail here.

Asked to comment on remarks by foes of toll-TV that if the closed circuits come into universal being the studios will start releasing pictures made since 1948, Bertero said: "That's looking too far ahead, we will have to wait until we learn some more of the Buck Rogers secrets."

Goldwyn Case

(*Continued from page* 1)

trust suit against FWC, National Theatres and other affiliates. Ready to answer the questions of Joseph L. Alioto, attorney for Goldwyn, will again be Bert Pirosh, head of FWC's film buying department.

Michael Naify, whose Northern California circuit also is a target of Goldwyn's monopoly accusations, was supposed to have taken the stand Friday, but Alioto elected to have Pirosh do the talking for the time being.

Alioto's reason for bringing Pirosh to testify on Friday was the result of last week's testimony by John B. Bertero, president of FWC, that he had no knowledge of any product-dividing arrangements between Pirosh and Pat Di Cicco of United Artists. Bertero vehemently disclaimed knowledge of any deals between Pirosh and Di Cicco to divide product as a means of obliterating competitive bidding following the 1946 Paramount case decision.

Meanwhile Naify, who so far has spent only one day on the stand as against Bertero's ten in the marathon litigation must cool his heels for a date shortly with Goldwyn's inquisitive lawyer.

Technicolor Earnings

(*Continued from page* 1)

weekend by Dr. Herbert T. Kalmus, president and general manager of the companies. This compares with $980,692 or 49c a share for the corresponding period of 1956, he said.

The earnings after taxes for the first quarter of 1957 amounted to 9c per share, Dr. Kalmus added.

To Film Marcus Story

HOLLYWOOD, July 28—Lee Garmes' newly formed Academy Artists Productions, has purchased the screen rights to the life story of the late Col. David "Mickey" Marcus, organizer of the Israeli Legion, who died in action in 1948.

Telemovies

(*Continued from page* 1)

begun to make its appearance, according to representatives of Jerrold Electronics Corp., manufacturers of equipment to be used in the test, on their return here from Bartlesville.

Local newspaper, billboard and direct mailing are being used to whet local interest and to pave the way for solicitation of subscribers to participate in the test. The actual audience solicitation, however, will not be undertaken until the equipment is fully installed, tested and working, it was said.

The installation is about 90 per cent cent complete now. Trials and other preparations are expected to be concluded early in September and it is hoped to get the actual telemovies test under way later the same month.

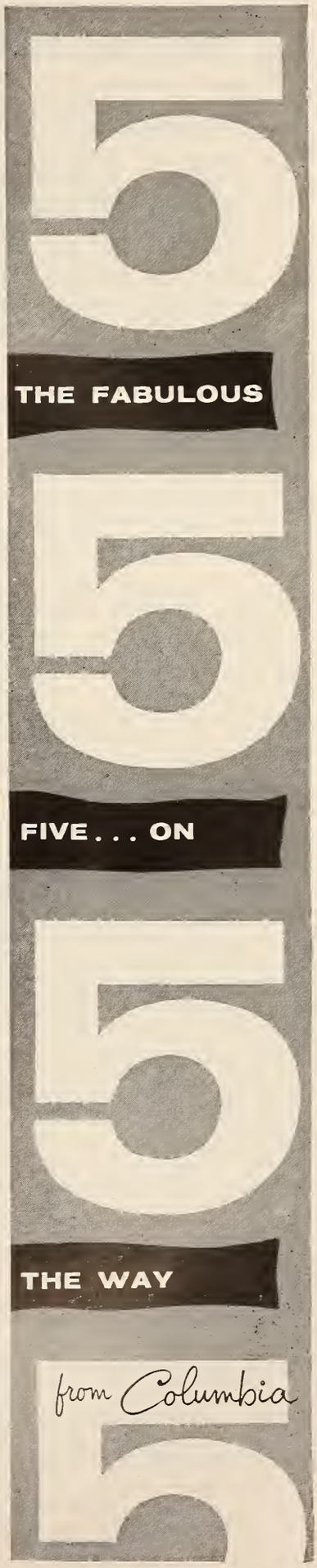
Pakistan and Israel Licenses Before MPEA

The Motion Picture Export Association at its regular weekly meeting tomorrow, will take up the division of 240 import licenses for Pakistan and 280 licenses for Israel. The board will also discuss a local film board matter with respect to Formosa.

On the topic of France, the group will discuss remittances. In addition, MPEA will consider the question of collecting certain statistical data for the United Kingdom.

Four Trailers for 'Eve'

Three separate teaser trailers and a special production trailer for 20th Century-Fox's "The Three Faces of Eve" are being made available to exhibitors. The first two trailers are being made in regular 35mm prints for inclusion in newsreels weeks in advance of playdate. A third teaser trailer, a full scale CinemaScope production, is being produced for theatres to show two engagements before playdate. The production trailer is for showing during the engagement immediately preceding "The Three Faces of Eve."



KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Television Today

IN OUR VIEW

IT is passing strange to this particular observer, and somewhat amusing, that often enough the patterns of industrial behavior, if you will, and/or planning of material, in the television area of today follow so closely that of the motion picture of yesterday.

•

There are two important aspects of industry activity where that peculiar situation maintains, and both have to do with that most vital field—programming. Years ago, in the industry of the motion picture, the show season, or the theatre year, began after Labor Day, in the Fall, when vacations were over and the youngsters had gone back to school. That was the time when the motion picture theatre industry was said to be getting into stride for the year ahead. Those days are gone—probably forever — in the field of the theatrical motion pictures, what with air-conditioning, drive-in operation and the like, and today that motion picture theatre finds the Summer at least as good, if not a better, time of the year than any other, with the possible exception of certain holiday periods.

•

Television, on the other hand, really begins its show season as the Fall comes on, vacations are over, etc., etc., while the Summer period is the doldrums, as far as the TV set in the home is concerned. The programming planning and arranging have been going on apace, is for all practical purposes set already, but all is for the new season coming up.

The other interesting aspect of similarity between the two media is the predilection, amounting almost to an obsession, in favor of the Western as thematic material for television programs. Back in the good old days of the motion picture the Western was more than a mainstay of the motion picture company's production schedule; it was practically a way of life. Of course, it is still true that the Western bulks large in motion picture thinking, planning and exhibiting, but hardly, percentage-wise to the extent that the Western occupies program space on the television docket.

•

There is, of course, a natural enough reason for the Western theme's popularity. Most of us are kids at heart, and the Western, peculiarly American, and steeped in the tradition of American pioneering, is adventure for most of us at its most robust, exciting and dramatic.

A word of caution might well be tossed in the direction of the program-makers of television at this point, however. It is possible to have too much of a good thing. Another sobering thought is that type or classification is no substitute for quality in the final analysis.

The two media both dispense entertainment, primarily, and it is interesting to note how many of the programming problems of the one are so similar to the product problems of the other. In any case, it's going to be a busy Autumn, on both sides of the fence. There's room and to spare, for both.

—Charles S. Aaronson

CBS, ABC Officials Score Charge Market Is 'Soft'

Network television sales are at an all-time high and in the Fall will exceed any level ever attained in the industry, spokesmen for two networks said in New York Friday in sharp rebuttal to a "downbeat" outlook story published Thursday on page one of the New York *Times*.

Answering the *Times* piece, written by Jack Gould, TV columnist, were William H. Hylan, CBS Television vice-president of sales administration, and Oliver Treyz, vice-president in charge of the ABC Television network.

Declaring himself "somewhat amazed at the coupling of CBS Television with reference to a 'soft' television market," Hylan said, "Two very simple and generally-known facts point to the exact opposite conclusion:

11.1% Above Last Year

"The latest figures released by Publishers' Information Bureau show that CBS Television is 11.1 per cent ahead of 1956 for the period—January through May—and a little over $19,000,000 ahead of its closest competitor for the same period.

"Concerning reference to Fall availabilities in the nighttime schedule, CBS Television is in an even more sold-out position than it was at this time last year."

Hylan pointed to the number of high-budget shows which will be seen on CBS, adding, "It is quite likely that there will always be a few availabilities on our network, just as I am sure there will be opportunities to secure space in other media."

Ahead of Newspapers, Says Treyz

In his statement, Treyz, of ABC, pointed out that while NBC's evening network gross was up three per cent for the first six months of this year, CBS's up 11 per cent and ABC's up 20 per cent, newspapers' advertising lineage is down seven per cent from last year.

"Perhaps the distribution of the coming season's picture," he said, "both as to its programming and advertiser support, lies with those who still view network television as a two-network economy and who have yet to realize that 1957-58 marks the first season when ABC-TV, as a fully competitive force in television, will have a full program schedule released to the public on a virtually complete national basis."

Treyz said that the two previously dominant networks have been faced with the sudden adjustment to "competitive" conditions and that "certain observers have confused a competitive with a soft market." ABC's billings for time alone will be, at a minimum, 30 per cent over that of 1956-57, he added.

Find Radio Promotions 'Doing Very Well'

The radio campaigns, which have been launched in Rochester and Denver as part of the industry's business-building program, appear to be going along very well, according to checks made by Jay Golden, RKO's division manager in Rochester and Robert Selig, president of Fox Intermountain Theatres in Denver, and reported to the office of the Motion Picture Association here.

No actual statistics have been made public, but both men have indicated that "stir has been created" in Rochester and in Denver. Results of the campaigns are expected to be made public after surveys have been completed.

Siegel Is Named to Additional ABC Duty

Simon B. Siegel, who holds the dual positions of treasurer of both American Broadcasting-Paramount Theatres, Inc., and American Broadcasting Company, will assume the additional responsibility of coordinator between ABC owned and operated television stations and the network, effective immediately, it was announced at the weekend by Leonard H. Goldenson, president of AB-PT.

The liaison post has been created to keep the five owned-station managers more fully advised of all matters affecting their relationship between the ABC Television Network and their stations.

Typical TV Station Has $146,400 Profit

From THE DAILY Bureau

WASHINGTON, July 28. — Th typical U.S. television station showe a profit of $146,400 before Feder income taxes last year, according to survey of the National Association Radio and Television Broadcasters.

It indicated the stations expeete the typical profit this year to be abo $170,000.

The figures were put together b NARTB from information furnishe by 218 TV stations.

NARTB said the typical TV statio had total broadcast revenues last ye of $920,700, and expected abo $960,000 this year. It had broadca expenses of $774,300 last year and e pected expenses of $790,000 this yea

The typical station in markets ove 1,000,000 had 1956 revenue of a litt more than $3,000,000, while the typ eal station in markets of less than 25 000 grossed $331,000.

Confirm Sale of Mutual To Pacific Coast Unit

The sale of the Mutual Broadcasting System to a group of Pacific Coas businessmen and broadcasters heade by Paul Roberts of Los Angeles wa announeed jointly late last week b Thomas F. O'Neil, MBS chairman and Roberts. The purchase price wa not revealed.

Roberts will become president of th network on Aug. 7 when the new group takes over. B. J. Hauser, forme Mutual vice-president, is to becom executive vice-president.

Stations in Six Cities

The Pacific Coast group will assume the name, good will, assets, station, sponsor and program contracts of the 23-year-old network. The wholly owned radio stations of RKO Teleradio Pictures, Inc., are not involved in the sale but remain as affiliates of the Mutual network. These stations are in New York, Boston, Memphis, Los Angeles, San Francisco and Washington.

Rank Supplies Programs For New British Station

From THE DAILY Bureau

LONDON, July 28.—The Independent Television Authority announced today that subject to the completion of contracts, it has decided to accept as program contractors for its new South England station a group comprising the Rank Organisation; Associated Newspapers, proprietors of the Daily Mail and other national organs; and Amalgamated Press, publishers of a number of periodicals

The station, to be erected on the Isle of Wight, will service over 2,000,000 people, bringing a total of 40,000,000, or 80 per cent of the country's population, within reach of ITA transmissions. The Authority was established less than three years ago.

Daily Mirror
THURS JULY 4 1957
2D FORWARD WITH THE PEOPLE
No. 16,658

We praise it—ecstatically. It's the film the Queen should see. It's the film that sells THE BRITISH SPIRIT to the world

WE BUY 1,000 SEATS FOR OUR READERS

Phew! Phew! Phew!



By the Daily Mirror Weathercock

The PHEW! weather came back yesterday—after early thunderstorms had cooled off the South. It was still 80 degrees in London at 9 p.m.

Today? **VERY WARM** again say the experts.

By NOEL WHITCOMB

IT has been left to an American to show Britain where her gentle strength lies.

Name of Mister Michael Todd.

Should be SIR Todd, in my opinion.

Not that such a knighthood is likely.

But at least the Queen should see his work.

It is a film called "Around The World in 80 Days."

It tells, with compelling tenderness and humour, the story of an Englishman, Phileas Fogg—superbly played by David Niven — who imperturbably battles his way round the world in face of grotesque obstacles.

With the strident brass-band blarings of "Rule Britannia" alternately roaring and whispering through Fogg's fantastic journey, Mr. Todd has captured the unchanging spirit of Britain.



I CALL HIM SIR TODD'
—says Noel

This film sells the British spirit to the world. It is a helluva moving picture—full of guts, ingenuity and colour.

It is a show I was thrilled to see—a show I'd like everyone to see.

Because—even though this Jules Verne story is set in the time of Queen Victoria—it is alive and busting with the sort of spirit we need

- **And 1,000 Mirror readers are going to have the chance to see it as our guests.**
- **Yesterday I arranged with Mike Todd to buy 1,000 seats for his show.**
- **We will give them as prizes in simple competitions. The plan will be announced tomorrow.**

This film chuckles at us. It smiles at weaknesses we are secretly proud of.

But — brother!— it's where we live. This is us with the lavender gloves on. Top hat, umbrella and all.

Because it is from Phileas Fogg, the Victorian Englishman in Jules Verne's story, that we spring . . . Teddy-boys, coffee-bars and all.

"Around the World" is twice as big as movies, and 1,000 Mirror readers will see it as our guests.

LOOK IN THE MIRROR TOMORROW FOR MORE DETAILS.



The Imperturbable Englishman
David Niven as Phileas Fogg . . .

FANTASTIC FUN OF THE FAIR!—See Centre Pages

Advertiser's Announcement

Will
MISS ENGLAND
come back
Miss Universe?



OFF to Hollywood on Saturday is Britain's beautiful blonde hope for this year's Miss Universe title—Sonia Hamilton, 23-years-old former Brighton hotel receptionist and reigning Miss England.

As she packed yesterday, her St. John's Wood penthouse was a glorious confusion of sleek Hartnell creations and brilliantly brief Bikinis.

"I suppose you've already sent on a trunkful of beauty-aids?" I said.

She laughed "No, at the Vogue Modelling School they taught us never to overdo make-up—if you look after your eyes and your smile, everything else takes care of itself. So all I'm packing is my special eye-care kit and a dozen different lipsticks. The only other cosmetic I'm taking is my toothpaste—a special make that tints the gums to match the lipstick and has a wonderful contrast effect that makes the teeth look shades whiter. Gives your teeth a brilliant polish too—the way jeweller's rouge polishes gold".

Well, if Sonia smiles at the judges as she smiled at me she can't lose! F.F.

★ The product used by Sonia Hamilton for her mouth make-up is Gordon-Moore's Cosmetic toothpaste, chosen by stars and celebrities everywhere. The ruby-red toothpaste with rougeryl, it is now available to YOU—price 3/2d (trial size 1/11d) at all chemists and stores.

THIS IS WHAT PUSHED KHRUSHCHEV TO THE BACK PAGE

this is an actual reproduction of the front page of the London Daily Mirror



After the party...
(with acknowledgements to Mr. Michael Todd.)

In today's issues of Daily Variety and Film Daily appear the actual grosses of the first twenty engagements to date — each of which is still running and which in most cases grossed more in their 30th week than they did in their first week. The first twenty engagements have grossed $7,265,183. to date.

Every one of the pages in this section actually appeared in every edition of the July 4th issue of the London Daily Mirror ...the newspaper with the world's largest circulation. Of course, the overprinting is ours.

Since this has been compiled, and to date, we are playing 35 engagements—everyone of which is in the original theatre, at the original policy and at the original admission prices. During August we will be playing 45 engagements.

If we appear to be bragging, we are, and if there is any justification for it I hope I explain it in the "anti-exhibitor" letter appearing, with the grosses, in today's issues of Daily Variety and Film Daily.

CASSANDRA

THE CASE OF MIKE TODD

"TODD," says one of those cold and clinical reference books that are nearly always right, "has blue eyes and black hair; he stands five feet eight inches tall and weighs a hundred and sixty pounds."

Having got the lively corpse on the slab and weighed and measured it as if for future police reference, it goes on in a somewhat more dreamy mood: "His first wife, Bertha Freshman, whom he married in 1926, died in 1946. His son Michael, Jr., by his first wife was born on October 8, 1929. In February, 1957, he married Elizabeth Taylor."

The remorseless record grinds on: "Michael Todd was born Avrom Hirsch Goldbogen in Minneapolis on June 22, 1909, and grew up in the nearby town of Bloomington, Minnesota, where his father, an impoverished rabbi, ran a crossroads general store."

Todd first got into the show business when he was only nine years old by working a device in a funfair which prevented the customers from throwing three balls into a bucket, which, had they succeeded, would have won them a live duck.

Young A. H. Goldbogen saw that they did not.

On Tuesday night at the premiere of his delightful extravaganza "Around the World in Eighty Days," Michael Todd was no longer helping ducks towards longevity. He was entertaining the Duchess of Kent, Princess Alexandra, members of the Cabinet and mixing with the top drawer of society that was stuffed with such luminaries as Lord Kilmuir, Mrs Gerald Legge, Sir Hartley Shawcross, Deborah Kerr, Mr. Douglas Fairbanks, Lady Pamela Berry and the United States Ambassador.

✦ ✦ ✦

What sort of man is this chunky impresario who first attracted attention at the Chicago World's Fair by creating the Fire Dance, in which a girl representing a moth had her clothes gradually singed off by real flames?

I don't know. I've never spoken to him and only just seen him in the drenching rain on the landing stage at Charing Cross.

But this I DO know.

Nobody within living memory has taken the best part of a couple of thousand people in London and successfully hurled them into one of the biggest parties of all time. It was a demonstration of opulence, power, imagination, acumen, generosity and good-time-charlieism that only ascetics and curmudgeons could deplore.

It was a mixture of champagne, hamburgers, the Wall of Death, fish-and-chips, Hoopla, bacon and eggs, gin and tonic, popcorn, fireworks, balloons, Scotch whisky, bonhomie, and toffee-apples on a gargantuan scale.

Even the film that these boisterous events were designed to celebrate was a lovely extravaganza of colour, travel and raillery on an enjoyably preposterous scale.

✦ ✦ ✦

The best tribute to duck-preserver Todd, however, came from the half-drowned guests huddled in the rain on the river boats going from Charing Cross Bridge to the Battersea Funfair. There was no complaint at having to arrive in bedraggled dinner jackets but only regret and sympathy for Mr. Todd that he should have had such thunderingly bad luck with the weather. Even I, dripping and very dank about the shoulders, felt this way.



CASSANDRA says:

"My reserves of charity are not at their best in a sodden dinner jacket long past midnight on the windward side of Battersea Power Station."

★

And I may say that my reserves of charity are not at their best in a sodden dinner jacket long past midnight on the windward side of Battersea Power Station.

✦ ✦ ✦

Millionaires are very odd people and nine out of ten of them are wealthy because of their acquisitiveness and their burning desire to accumulate riches for their own sake.

So until Isaac Wolfson takes to busting out all over the Battersea Funfair I'll squeeze the water out of my dress-shirt and vote for the boy from Minneapolis—the friend of live ducks and the patron of Moth-Girls with singed panties.

● *High Finance*

HERE'S a dizzy piece of financial jugglery for you.

Some time ago a National Land Fund was created by the Exchequer for the development of the National Parks and other amenity projects. When it was set up in 1946 the Exchequer lent itself £50 million. Mr. Powell, replying for the Treasury to a question in Parliament, carefully explained that the fund, when it came to be used, was non-existent. The Government lent it to itself and created a paper debt. The Exchequer also paid itself interest on the non-existent fund.

It is now proposed that the fund that never was shall be reduced from £50 million to £10 million.

Simple, isn't it?

They said "You don't know our town"... so we don't— so we only know people...and they said "There's a shortage of newsprint"... so 6 London newspapers gave it front page coverage, and 7—count 'em—7 gave it editorial space...and in some cases we got both. Besides which, news about the show leaked out in one or two other papers in the rest of the world.

NOEL WHITCOMB at Mike Todd's razzam

FANTASTIC
OF THE FAI



FISH AND CHIPS!

This funfair really had everything, including fish and chips. And model **ANNA WHEELER** found that they seem to taste better served in newspaper!

By **NOEL**

ROLL up! Roll step in and g Mike Todd's fab followed the Londo "Around the Wor

SEE the **DUKE OF** find his way out of a doesn't know his way

SEE **SIR LAURENCE O** and **VIVIEN LEIGH** asking

SEE the American Am **NEY**, battling for a dod **BANKS** sending his menu

SEE starlet **JANE REIG** one noticing her go.

SEE the biggest midget Invisible Fish—not to m about free raincoats!

Walk up, ladeez and gen century and you haven't heard half of it yet because the most amazing spectacles didn't happen until the birds were singing in the dawn—too late for yesterday's newspapers.

The party, in Battersea Festival Gardens, was still going on when you started work yesterday.

I was there till the bacon-and-eggs.

And what a fantastic marathon it was. What contrast!

☆ With three Rolls-Royces at his beck and call I saw **MIKE TODD** rolling off at daybreak in the back of a 1927 Austin 7.

In the front was **LIZ TAYLOR**, his film star wife, in her Dior gown—complaining like mad at the style of transport.

Lizzie likes Bentleys—not tin lizzies

Crazy

But they couldn't find a car of their own—and the host's final mode of transport fitted in perfectly with the crazy atmosphere of earls and pearls and pretty girls and fish and chips

☆ This was an Elizabethan masquerade—daring and original—wild and unbelievably colourful.

☆ Where else would you see a sideshow such as **SIR HARTLEY SHAWCROSS**, former Labour Attorney-General, standing on a chair and trying to pull down a balloon with a crooked stick?

Dancing

☆ Where else would you see **EDDIE FISHER** singing a song at the top of his voice—and nobody listening because they were busy dancing?

☆ Where else would you see the delicious **MRS. GERALD LEGGE** munching fish and chips out of newspaper?

Nowhere but at a show put on by a showman in celebration of a show.

And, believe me, it was a rattling good show, all round—a real Battersea beauty.

m: (cont.)

N

Just
gen on
which
is film
"
rying to
ause he
vehicle!
amburger
WHIT-
S FAIR-
hs!
—and no
Brazilian
scrapping
w of the



Around the Fair in Eighty Seconds—on the Big Dipper. Everybody's screaming . . . except the guy in evening dress. He's so dorned cool he keeps his topper on!



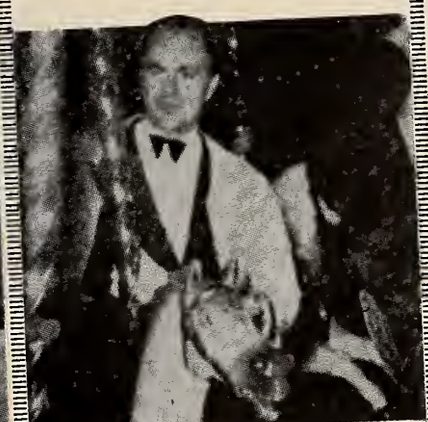
oats and on with the fun. KE TODD and LIZ TAYLOR the Battersea Funfair—Mike is collar against the rain.



Film and TV star **DEREK BOND** and his wife beat the rain, too. For Derek turned up with a brolly.



pagne? Thanks, I will," says star **ALMA COGAN** to song ublisher **JIMMY HENNEY.**



ALY KHAN always was a boy for the horses. Here he takes a bend in the Roundabout Stakes.



Actress VIVIEN LEIGH rides the roundabouts, husband SIR LAURENCE OLIVIER stands by to see her gallop off.

Daily Mirror
THURS JULY 4 1957
2D THE BIGGEST DAILY SALE ON EARTH
No. 16,658

WORLD NEWS SPOTLIGHT

MR K KICKS OUT 4 TOP REDS



Mrs. Ekaterina Furtseva.

By MICHAEL KING, Mirror Foreign Editor

MR. KRUSHCHEV, the Soviet leader, strengthening his grip on Russia, last night kicked out four top Kremlin men.

They are: Vaycheslav ("No, No") **MOLOTOV,** 67, and Dimitri **SHEPILOV,** 52, former Foreign Ministers; Georgi **MALENKOV,** 55, ex-Premier, Stalin's immediate successor in 1953; and Lazar **KAGANOVITCH,** 64, Stalin's brother-in-law.

A dramatic 2,000-word communique broadcast by Moscow broke the news of the Kremlin's biggest shake-up since the death of Stalin.

It said that the 133-man Central Committee of the Communist Party had expelled the four men from the Committee—and sacked them from the Presidium.

This is the seventeen-man policy-making "inner cabinet" of the party, which rules Russia.

The four men have lost their party posts. It is not known if they have lost their Government jobs.

Molotov and Kaganovitch are First Deputy Premiers, and Malenkov is a Deputy Premier and Minister of Power Stations. Shepilov, once Krushchev's blue-eyed boy, is "culture leader."

Last night the Committee, naming a reshuffled Presidium, appointed a woman member—Mrs. EKATERINA FURTSEVA, fifty-two-year-old mother of two children. Mrs. Furtseva, a Moscow party secretary, has achieved the highest office yet reached by a woman in Russia.

She visited Britain in July of last year as head of a Soviet Parliamentary delegation.

And promotes a woman



SACKED Malenkov SACKED Molotov SACKED Shepilov SACKED Kaganovitch

MOLOTOV: The charges

THE Moscow communique announcing the Kremlin shake-up called the four men "an anti-party group."

It said they worked against decisions taken at the 1956 Party Congress at which Krushchev attacked the Stalin personality cult.

They tried, it was stated, to impose wrong ideas "in an attempt to change the composition of the party's leading bodies."

Observers took that to mean that there has been a bitter struggle for power, perhaps even an attempt to overthrow Krushchev.

'Narrow-minded'

But the main fire of the communique is reserved for Molotov. It said:

Comrade Molotov showed narrow-mindedness and hampered the carrying out of new pressing measures to ease international tension and promote peace.

He denied the advisability of establishing personal contacts between the Soviet leaders and the statesmen of other countries, which is essential for the achievement of mutual understanding and better international relations.

The communique said that Malenkov, Kaganovitch and Molotov were shackled by old ideas and methods.

It added that the group—

★ "**STRUGGLED** against the reorganisation of industrial management.

★ "**WOULD NOT RECOGNISE** the necessity of increased incentives for the collective farm peasantry in expanding output.

★ "**DRIFTED** so far away from reality as to be unable to see the actual possibility of abolishing compulsory deliveries of farm produce by collective farmers this year.

★ "**STRUGGLED** against the party's appeal to overtake America in the next few years in output of milk, butter and meat per head of population."

The communique concluded by saying that all of the Central Committee members voted "unanimously" for the expulsions except Molotov.

There was one abstention—"in the person of Comrade Molotov," it was stated.

The man who voted "No" at so many international meetings, failed to do so at this crisis in his long career, says Associated Press (American).

But, with his accusers staring him in the face, it probably took a lot of courage to abstain.

Mmm—that's better!



THE girl cooling off her tootsies is Lisa Dyer, pictured yesterday at Henley Royal Regatta.

Lisa, who also sports a sunshade, is visiting England from Kenya.

But although Lisa managed to keep cool, Britain sweltered last night after the storms in the morning.

A "heat blanket" descended on London and kept temperatures up. Even at **MIDNIGHT** it was 69 degrees — eight degrees warmer than the previous midnight.

Earlier the storms brought heavy RAIN—a hotel at St. Margaret's Bay, Kent, was flooded.

And weather men said yesterday that the SUN had belched out its biggest-yet wave of hot gas and radio-active particles. These will upset world radio links today.

TODAY'S FORECAST: Mainly sunny, thundery rain in places later. Warm.

OUTLOOK: Similar.

London sunset: 9.20.

The GLUCOSE in it gives you GO



Come work, come play, through the busiest day keep well ahead of weariness with a long cool drink of Robinson's Squash. There's a glucose 'genie' in every bottle bringing you new energy for old, putting back spent vitality when you *need* it—and as you *like* it. Glucose is the quick-acting energy restorer. Tones you up when you're tired . . . makes you lively when you're limp. You can taste the fruit—you can tell the difference . . . for Robinson's Squash is the SWEETER Squash!



Before you say SQUASH—say

3/3 ORANGE LEMON GRAPEFRUIT

Robinson's

Made by Robinson's of Barley Water fame

CVS-34

Printed and Published by THE DAILY MIRROR NEWSPAPERS Ltd., at Geraldine House, Fetter-lane, London, E.C.4. Tel Holborn 4321. and at Mark-lane, Manchester 4.—Thursday, July 4, 1957.

THIS IS THE BACK PAGE OF THE LONDON DAILY MIRROR—WORLD'S LARGEST CIRCULATION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 20 NEW YORK, U.S.A., TUESDAY, JULY 30, 1957 TEN CENTS

Period Ended June

WB 9-Month Net Profit Is Up Over 46%

Figure Is $3,174,000; Equals $1.76 Per Share

A net profit of $3,174,000 for the first nine months of the current fiscal year for Warner Bros. Pictures and its subsidiary companies was announced yesterday by Jack L. Warner, president, in a report to stockholders. The net profit represents an increase of more than 46 per cent over the net profit for the corresponding period of the preceding year, he said.

For the nine months ended June 1, 1957, the net profit was the equivalent of $1.76 per share on the 1,793,996 shares of stock outstanding, after de-

(*Continued on page 5*)

NBC Will Stress 'Specials' This Year

By FLOYD E. STONE

NBC yesterday morning pulled off the veil which each summer covers network planning for the fall and winter. It replaced speculation with admiration.

To newsmen and women collected at the Johnny Victor Theatre on 49th

(*Continued on page 6*)

Distributors Give Heed To Milwaukee Protests

Special to THE DAILY

MILWAUKEE, July 29.—Some of the exhibitor complaints about availability of prints have been softened by a cooperative attitude from distributors as a result of resolutions for-

(*Continued on page 4*)

Television Today

Page 6

Heller Backs President

Vogel Scores Board Meet

From THE DAILY Bureau

HOLLYWOOD, July 29. — The board of directors meeting called for tomorrow morning by the Tomlinson-Meyer faction of the Loew's, Inc., board is "an effort to thwart the 26,000 stockholders from making a decision at the special stockholders meeting," Joseph R. Vogel, president of the company said here yesterday.

At the same press conference George Killion, chairman of the executive committee of the board of directors of Loew's, released the text of two letters sent to every director

(*Continued on page 7*)

Wormser, Birnbaum Get New Col. Appointments

The board of directors of Columbia Pictures Corp. has elected Mortimer Wormser a vice-president and Bernard Birnbaum assistant treasurer, Harry Cohn, president, announced yesterday.

Wormser has been with Columbia since 1929, and was controller before being named assistant treasurer in 1943. Birnbaum joined the company in the accounting department in 1930. He was appointed assistant controller in 1945 and elected an assistant secretary in 1954.

"Fortune" Magazine's Report

Banker Advised U.A. Merger with Loew's

Details of Tomlinson - Meyer - Mayer Struggle for Control Related

The disclosure that Andre Meyer of Lazard Freres, with Lehman Bros. one of the influential financial forces in Loew's, advocated "some form of merger" between that company and United Artists because of the favorable impression he holds of the management abilities of Arthur Krim and Robert Benjamin, U. A. president and board chairman, respectively, is one of the highlights of a detailed article on the struggle for control of Loew's in the August issue of Fortune magazine.

Emmet John Hughes, author of the article, says the subject was debated at the June meeting of the Loew's board with Ogden Reid, neutral member of the board, urging that the bankers be authorized to initiate discussions with United Artists.

Joseph Tomlinson and Stanley Meyer, whom Vogel last week charged with a campaign of harassment in furtherance of an ambition

(*Continued on page 6*)

Tomlinson Firm Fined $100,000 in Canada

Joseph R. Tomlinson's indignation over various policies and events of the M-G-M past is ironic, says the Fortune magazine article on Loew's, in view of one episode in the record of his own Canadian road-construction organization (Tomlinson Brothers Ltd.).

"In October, 1954—just when he was beginning his venture into Loew's—his firm pleaded guilty to defrauding the Ontario government of $360,000 in connection with highway contracts. The company was slapped with a fine of $100,000—one of the toughest penalties of its kind in Ontario legal records."

REVIEW:

Will Success Spoil Rock Hunter?

20th Century-Fox—CinemaScope

HOLLYWOOD, July 29

THERE'S A LANDSLIDE of amusement (including humor, slapstick, and satire) in this Frank Tashlin comedy based on a George Axelrod stage play of the same name that starred—as the film does—Jayne Mansfield. At a "sneak" preview last week at the Chinese Theatre on Hollywood Boulevard it kept the audience in a happy uproar from its riotously funny pre-title burlesques on standard television commercials to its completely informal final-curtain type ending. Everything about the picture and the way it's played indicate it's headed for land-office grosses.

The Broadway record of the play is one of the brightest statistical reports of recent years. And the news of it figures to have seeped so well down into the awareness of the population that there must be lines of ready buyers for tickets to the theatres where it opens. It is of inciden-

(*Continued on page 5*)

Para. Sales Meets Start on Coast Today

From THE DAILY Bureau

HOLLYWOOD, July 29—A series of sales-production conferences will begin tomorrow at the Paramount Studio between executives from the home office in New York and studio officials. The meetings will continue through the remainder of the week.

Arriving today from New York will by George Weltner, president of Paramount Film Distributing Corpora-

(*Continued on page 4*)

Harriscope, Inc., Asks For Pay-TV Franchise

From THE DAILY Bureau

HOLLYWOOD, July 29. — Harriscope, Inc., today became the third applicant for a franchise to operate a pay-television system in Los Angeles. Skiatron, Inc., and International Telemeter, Inc., have applied previously,

(*Continued on page 4*)

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has left New York for Hollywood.

•

LACY W. KASTNER, president of Columbia International, is in London following visits to the company's Continental branches.

•

EMERY AUSTIN, M-G-M exploitation head, returned here yesterday from a vacation.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, returned to New York over the weekend from Dallas.

•

ERIC JOHNSTON, president of Motion Picture Association of America, is in New York today from Washington. KENNETH CLARK, vice-president, will arrive here tomorrow.

•

RAY MURRAY, Columbia Pictures exploitation manager, will arrive in Denver today from New York.

•

MORT MEYERSON, Buena Vista advertising art director, has left New York for an off-shore vacation aboard his schooner.

•

J. S. SMEEDON, head of the J. Arthur Rank Organization office in Jamaica, B.W.I., will arrive in New York from London today via B.O.A.C.

•

BILL ORNSTEIN, of the M-G-M home office publicity department, has returned with his family from a vacation in Puerto Rico and the Virgin Islands.

•

FRANK A. UNGRO, financial manager of Westrex Corp., is in Hollywood from New York.

•

IRVING DASHKIN, general manager of the Savoy Theatre, Jamaica, N. Y., was married at Hancock, N. Y., to JOAN L. MAHNKE.

•

LOU COHEN, of Loew's Poli, Hartford, has left there with MRS. COHEN for a vacation in Los Angeles.

•

ALICE GORHAM, publicity director for United Detroit Theatres, has returned there following a vacation.

•

MORRIS FRANTZ, of the M-G-M international publicity department, has returned to New York from Hollywood and Mexico City.

Schmertz Is Honored At Testimonial Dinner

Special to THE DAILY

CLEVELAND, July 29.—More than 275 industry notables gathered here tonight at the Statler Hotel to attend the Variety Club's testimonial dinner for I. J. "Izzy" Schmertz, who is retiring after 31 years as 20th Century-Fox's Cleveland branch manager.

The senior branch manager of the entire industry, Schmertz was honored for 52 years devotion to the motion picture business and for his countless deeds of good service to the local community. Schmertz entered the industry with the original Fox Film Company at the age of 13.

George Hoover Toastmaster

George Hoover, chief barker of Variety International, flew in from Miami Beach to serve as toastmaster. Principal speakers included 20th Century-Fox general sales manager Alex Harrison, who presented Schmertz with a special gift from 20th; Central-Canadian division sales manager, Glenn Norris; and Jack Silverthorn, managing director of the Hippodrome Theatre here, who presented the guest of honor with a color television set from his exhibitor friends in the Cleveland exchange area.

Goldbeck Is Chairman Of Directors Guild

From THE DAILY Bureau

HOLLYWOOD, July 29.—Willis Goldbeck has been elected chairman of the Screen Directors Guild at its annual stockholders meeting. David Butler was elected second vice-president, and Delmer Daves, secretary. Re-elected to office were George Sidney, first vice-president, and Lesley Selander, treasurer.

The Screen Directors' Guild Educational and Benevolent Foundation, which also held its annual meeting, re-elected David Butler, chairman; Willis Goldbeck, first vice-chairman; George Achainbaud, secretary; and Lesley Selander, treasurer. Emmett Emerson, president of the Assistant Directors' Council, was elected second vice-president.

Lesley Selander and George Stevens were re-appointed to five-year terms on the Foundation's Board of Trustees. Also appointed for five-year terms were Tay Garnett, Don Weis and Emmett Emerson.

To Study Jubilee Plan

A proposal submitted by the West Coast publicity directors committee concerning plans for the Golden Jubilee this fall is one item on the agenda for tomorrow's meeting here of the advertising and publicity directors' committee of the Motion Picture Association of America.

IATSE Board to Hold Summer Meet Aug. 26

The annual summer executive board meeting of the International Alliance of Theatrical Stage Employees will be held at the Sheraton-Mayflower Hotel in Akron, Ohio, at 10:00 A.M. Monday, August 26. Meetings will continue throughout the week but the agenda has not been set as yet.

Eastman 24-Week Sales, Earnings Set Record

Special to THE DAILY

ROCHESTER, July 29.—Sales and earnings of Eastman Kodak Company for the first half of 1957 (24-week period ending June 16) were better than for any corresponding period, it was reported by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company's United States establishments for this 24-week period amounted to $347,977,709, an increase of 7 per cent over the $325,110,431 in the corresponding period of 1956.

Net earnings after taxes amounted to $40,221,346, a 3.8 per cent increase over the $38,753,316 earned in the first half a year ago. The best previous first half for sales and earnings was in 1956.

20th-Fox Signs Regal To Make 27 in Year

From THE DAILY Bureau

HOLLYWOOD, July 29. — The board of directors of 20th Century-Fox has approved a new contract with Regal Films calling for 27 features in the coming year under an over-all budget totaling $7,000,000.

In the first year of its contract with Fox, Regal completed 23 films, released 10, has one in production and three more to go in August.

WB Discs Stress Horror

A series of special radio spot announcements have been prepared by Warner Brothers for engagements of "The Curse of Frankenstein." Discs, which are being made available free to exhibitors, also will be used for the New York Paramount engagement of the picture, which begins with a "Horrorthon Premiere" at midnight next Tuesday.

Announcements, which include one 60-second and two 20-second spots, stress the horror angle of the film by pointing out the many thousands of accidents and deaths that have occurred during the past year and urge listeners to leave their "unsafe" homes to go to the movies.

AFTRA Asks Congress To Probe Pay-TV

Special to THE DAILY

SAN FRANCISCO, July 29.—The American Federation of Television and Radio Artists wound up its annual convention here Sunday without fulfilling a preconvention pledge by top executives to condemn toll-TV. Instead it finally voted a resolution requesting that Congress investigate the toll-TV situation.

Outgoing AFTRA president Frank Nelson, along with national executive secretary Donald Conaway, had promised a convention floor fight to have AFTRA condemn toll-TV, which was the stand AFTRA took at the last convention. In the last day of this year's national conclave, attended by 150 delegates representing 13,000 union members, Bud Collyer was elected president and New York City was chosen as the next convention site.

The toll-TV resolution asking Congressional intervention in the pay TV situation expressly voiced opposition to local governments' granting any organizations subscription-TV franchises.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

SHOWMEN HURRY! HURRY! HURRY!!

AND YOU TOO WILL SMILE WITH SMILEY WHEN YOU PLAY

CHECKPOINT and THE BLACK TENT

BOTH IN EXCITING COLOR AND WIDE SCREEN

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

1201

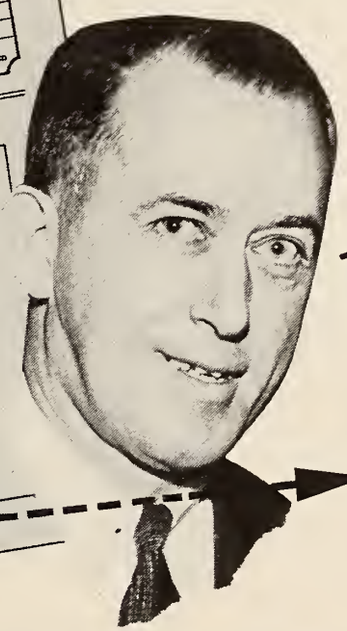
CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

OA095 =0

K DVA223 DL PD=DENVER COLO 15 114PMM=
IRVING SOCHIN, RANK FILM DISTRIBUTORS=
130 HYDE ST. S FRAN=

VERY PLEASED WITH RESULTS OF YOUR COMBINATION "CHECK POINT" "BLACK TENT" PLAYING AT OUR VALLEY AND WEST DRIVE-INN THEATRES. AUDIENCE REACTION HAS BEEN EXCELLENT AND I AM LOOKING FORWARD TO MORE OF THESE FINE COMBINATIONS=
TOM SMILEY GENERAL MANAGER OF WOLFBERG THEATRES=



Thanks Tom!

"The Man With The Gong" has many more fine hits coming your way!

Reserve Your Prints Now!

FOR THE "MAN WITH THE GONG" HIT COMBINATION WHICH IS ONLY THE FIRST THAT WILL BE MAKING HISTORY IN ITS BOXOFFICE PARADE ACROSS THE NATION!

LOS ANGELES **25** THEATERS IN JUNE
SALT LAKE **5** THEATERS IN JULY
PROVIDENCE **14** THEATERS IN JULY
DETROIT **94** THEATERS IN AUGUST
CINCINNATI **20** THEATERS IN AUGUST
MILWAUKEE **23** THEATERS IN AUGUST

RANK FILM DISTRIBUTORS of AMERICA, Inc.

REVIEW:

The James Dean Story

Warner Bros.

Out of a large collection of still photographs, a screen test and filmed interviews with various friends and members of his family, the short, strangely unhappy life (and even shorter but much happier film career) of the late James Dean is here re-created. Technically, it's an excellent job of film-making. The manner in which the still photographs have been used and blended with the interviews and motion picture shots of Dean's haunts in Indiana, New York and Hollywood is dynamic and smooth and, once or twice, strikingly dramatic.

The content of the film, however, is something else. Undoubtedly, the Dean aficionados will not be in a mood to carp about the way their hero is canonized. They'll love it and should buy thousands of tickets to show their appreciation. The less enchanted, which will include many of those who respected Dean's ability, may be amused, bewildered, irritated and/or frightened by the way the film so reverently raises to near sainthood a symbol of in articulate rebellion.

The narration, written in what almost seems like a parody of Biblical prose by Stewart Stern, and spoken in pious, pear-shaped tones by Martin Gabel, attempts to explain Dean in the terms of the troubled youth he represented on the screen.

The young man's senseless death in his high-powered Porche dominates the film, from opening credits to a last, climactic scene reenacting the accident and followed by a staged, tasteless montage in which his girl and his worshipful nephew suddenly telepathetically, "know" he is dead. Combined with the pompous narration which hints vaguely at the presence of good and evil in Dean and likens him to a seagull who flew too high, this emphasis appears cheap and tawdry, feeding only the morbid appetites.

The film was produced and directed by George W. George and Robert Altman. A song, "Let Me Be Loved," is sung over the closing credits by Tommy Sands.

Running time, 82 minutes. General classifiction. Release, Aug. 17.

VINCENT CANBY

Paramount

(*Continued from page* 1)

tion; Jerry Pickman, vice-president in charge of advertising-publicity-exploitation; Hugh Owen, vice-president; Sidney Deneau, Western sales manager; Sid Blumenstock, advertising manager, and Russell Holman, Eastern production manager.

The agenda includes conferences among Weltner, Pickman and Cecil B. DeMille on arrangements that have been made for the international release of "The Ten Commandments."

Branson Drive for RKO in Argentina

BUENOS AIRES, July 29.—A Walter Branson sales drive for Argentina was decided upon to honor RKO Radio's vice-president in charge of world-wide distribution at the conclusion today of a four-day convention for RKO branches in this country, it was announced by Francisco Rossi, Latin America supervisor for the company.

Rossi, who conducted the meetings, discussed upcoming RKO releases and introduced the newly-appointed manager for Argentina, Victor Franzosi. The Branson drive, the first exclusive major sales drive, for Argentina, begins Aug. 1 and will run through Dec. 31.



See U. S., Mexican Union 'Peace' Set Until '59

Special to THE DAILY

MEXICO CITY, July 29 — Peace between the American film distributors in Mexico—MGM, 20th-Fox, Universal, Columbia, Warners, United Artists, RKO, Paramount, Allied Artists and Republic—and the National Cinematographic Industry Workers Union (STIC) has apparently been attained until at least 1959, when the next Biannual revision of collective labor contracts will take place.

STIC settled for an 18 per cent pay hike. It had demanded a 50 per cent increase. The distributors are said to have convinced STIC that although business is better than ever costs are higher than ever, too.

Muhl Schedules Seven In August from U-I

From THE DAILY Bureau

HOLLYWOOD, July 29.—Universal-International vice-president Edward Muhl has fixed August starting dates for seven major pictures in the studio's greatest production spurt in five years. These startings will run the studio total of 25 pictures so far in 1957, which compares with 22 for the same period in the previous year.

Todd to Take Part in Conn. '80 Days' Bow

Special to THE DAILY

HARTFORD, July 29. — Michael Todd, producer of "Around the World in 80 Days," is participating in Connecticut promotion for the Todd-AO release.

He will attend the state premiere of the film tomorrow night at the downtown Stanley-Warner Strand, accompanied by top Stanley-Warner executives. This visit was preceded by an afternoon press conference and Yale University lecture last Thursday in New Haven.

Ruby Cowan Dies

HOLLYWOOD, July 29.—Funeral services will be held Wednesday morning in Hollywood Cemetery Chapel for Ruby Cowan, 66, TV talent executive, who died last night at Cedars of Lebanon Hospital of a brain hemorrhage.

The deceased was a song writer, music publisher and stage show producer at New York's Paramount Theatre, an NBC radio executive and most recently television program "packager." His widow, two sons and two sisters survive.

Todd on Exhibitors

Mike Todd will discuss further his opinions of exhibitors and what he thinks they could do that they're not doing to improve theatre business at a press luncheon he has scheduled for today at the Algonquin Hotel here.

Distributors

(*Continued from page* 1)

warded last week after a luncheon, according to Ben Marcus.

Warner Brothers "have shown an understanding of our problems," says Marcus. "They have changed the availability of one feature. Metro and 20th Century-Fox have been sympathetic. We hope other distributors will follow suit and put the train back on the track."

Marcus said Universal - International's "Joe Butterfly" would be lost to exhibitors as a result of the print shortage. He also asserted that United Artists' "Monkey on My Back" will not be available on regular availability.

Referring to "The Ten Commandments," Marcus said: "Paramount is releasing the picture to only six de luxe theatres day and date. While we agree Paramount is reaping big profits, we think the company will dissipate a great future on the subsequent runs and rural areas."

Harriscope

(*Continued from page* 1)

in that order and their applications are in the processing stage. Harriscope, Inc., seeks the same privileges asked for by others.

Harriscope, Inc., which owns and operates independent television station KTWO in Casper, Wyo., has been engaged in picture production and distribution for the past five years, with offices in Beverly Hills, where a similar application for a pay - television franchise has been made.

Burt L. Harris, president, told MOTION PICTURE DAILY that applications have been made, additionally, in Santa Monica, Pasadena, Glendale and Burbank. Harris declined for the present to outline in detail his company's plans or system, but did say it differs from others in that it does not depend on an unscrambling television image.

Bel Air Confirms Break With United Artists

From THE DAILY Bureau

HOLLYWOOD, July 29 — Bel Air Productions, which last week closed a multiple-picture contract with Warner Brothers, has confirmed the amicable termination of their distribution contract with United Artists, which had nine pictures still to go. Bel Air produced 28 features for UA distribution, four of which await release.

Bel Air will move its headquarters to the Warner studio on Aug. 5.

'Doctor' Take $3,110

"Doctor at Large," the Rank Organization film being released in the U.S. by Universal - International, grossed $3,110 Sunday at the Sutton Theatre here on the opening day of its engagement, which the company reported was one of the biggest opening day figures in the history of the house.

arner Profit

(*Continued from page* 1)

ting the 688,251 shares held in asury on that date. The net profit the nine months ended May 26, 56, was $2,165,000, equalling 87 ts a share on the 2,482,247 shares stock then outstanding.

ncome from film rentals, sales, etc., the first nine months of the cur- t fiscal year amounted to $57,981,-), while the income from the same rces for the corresponding period year was $54,225,000.

The company's balance sheet at the l of the third quarter continued to w "a strong financial position," ac- ding to the report. Net working ital was $40,815,000, including h of $11,006,000 and there was no rease in the company's $7,000,000 k loans.

Foreign Business Also Gains

Film rentals from the company's ernational subsidiary, as from its nestic operations, were reported ad of the figures for the corre- nding period last year. The report ed a 31 per cent increase in the net fits of Associated British Picture rporation, in which Warner Bros. a 37½ per cent interest. In the fis- year ended Mar. 31, 1957, ABPC wed net profits equivalent to $2,-),000 as compared with $1,596,000 the previous year.

Will Success Spoil Rock Hunter?

(CONTINUED FROM PAGE 1)

tal interest, but of no perceptible importance gross-wise, that producer-director-writer Tashlin kept very little of the stage play save the title and—most wisely—the star. With or without advance information concerning the picture's content, the billing of the title and the star pack power enough to fill the tiredest theatre in the country for the opening performance. After that the word-of-mouth can be relied upon to keep the merry money rolling in.

Tashlin, one of the great men of comedy today, takes as the objects of his humorous attractions this time ones he knows best: the motion picture and its people, the television profession and trade, the advertising agency in its amusing and its agonizing moments, the press in all its forms and many of its frailties. He has tremendous fun with all of these, and so does his audience.

His script revolves hilariously around the problem of a young advertising agency writer, played with skill and a sly undercutting of the characterization by Tony Randall, and the solution provided by a sex-renowned Hollywood star visiting his New York to punish momentarily the Tarzan-type sweetheart left behind in her Hollywood. The star is played by Miss Mansfield, with all banners flying, and the Tarzan-type sweetheart is performed by the newspaper-known Mickey Hargitay. The advertising man's problem consists of a need to come up with a hot idea to advertise a Stay-Put Lipstick that isn't staying put, and the solution consists of getting the star's signed endorsement to the product. Her price for this is his cooperation in a newsprint romance, and that's as much synopsis as ought to be allowed.

Betsy Drake as the ad man's sweetheart, Joan Blondell as the star's companion, Henry Jones as an agency official and John Williams as the hereditary head of the company are expertly engaged in the entanglements which stem from the central situation. The picture was photographed in CinemaScope and DeLuxe color.

Running time, 95 minutes. General classification. Release, in August.

PEOPLE

Keith Pack, Warner Brothers salesman in Salt Lake City, has been named branch manager for that territory. He succeeds **William F. Gordon,** who is retiring after serving as the company's branch manager there.

□

Ted R. Gamble, formerly well known in the theatre and broadcasting fields, has been elected chairman of the board of directors of the Columbia River Packers Association.

□

John Arnold, manager of the Majestic Theatre, Houston, has been promoted to the post of assistant city manager for Interstate Theatres.

□

Lewis Owen, former sales representative for RKO Radio in Atlanta, and later a booker with Martin Theatres there, has joined Universal Pictures in the Georgia capital.

□

Jack T. Hamaker, for the past 10 years city manager in Spokane for Evergreen Theatres, will return to Seattle as manager of the Fifth Avenue, Egyptian, Blue Mouse and Neptune theatres there. He will be succeeded in Spokane by **Joe Furfaro,** who has been city manager in Seattle for the past 11 years.



First a Broadway hit show!

Now a superb new motion picture!

The happiest entertainment comedy in years!

The Pajama Game

starring Doris Day

John Raitt Carol Haney Eddie Foy, Jr.

A George Abbott and Stanley Donen Production

Presented by Warner Brothers

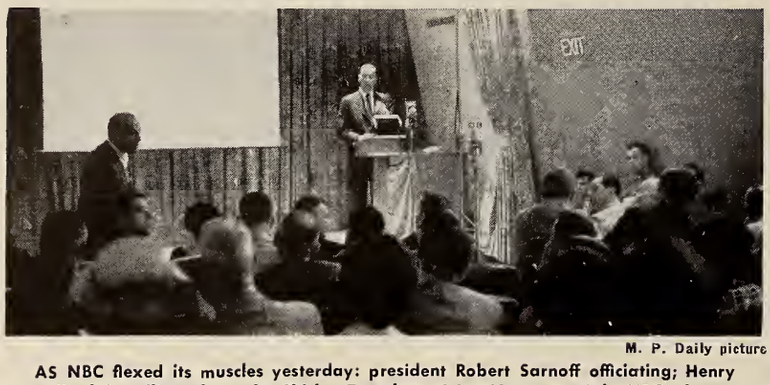
In WarnerColor

selected PICTURE OF THE MONTH FOR AUGUST

by seventeen Magazine —

entertainment guide for its million of teen-age readers!

Television Today



M. P. Daily picture

AS NBC flexed its muscles yesterday: president Robert Sarnoff officiating; Henry Jaffe, left, telling about the Shirley Temple and Las Vegas specials. NBC's brass-in-force told the NBC story personally and with slides for one hour, and capped it with coffee and danish.

NBC Will Stress 'Specials'

(Continued from page 1)

Street, it described programs in strength and depth and supported by "specials."

President Robert Sarnoff stressed the specials. Exeeutive viee-president Robert E. Kintner stressed their creativity. Each produeer and eaeh department head deseribed the programs, and their thinking.

Not all have been sold, but then no network at this time has all programs sold, Sarnoff said. By September there will be sponsors for all, he insisted.

Sees 15 Per Cent Increase

The "speeials" (rather than "spectaculars") are the point this year. There will be at least 15 per eent more, Mr. Sarnoff pointed out.

He related an editor recently told him "regular shows" made it difficult to write about the field, so he deeided to get together material about speeials, found it "overwhelming"; and henee the Monday morning announeement.

He wanted to make these points, Sarnoff said: there will be at least 100 speeials; they will aecount for at least 117 hours; they will preempt regular and even strong programs and the displaeement is for impact; they have remarkable support, $40,000,000 worth of advertising so far; at least 26 will be in eolor; they eover a broader range than anything television has attempted; in faet, "it is hard to believe there is any adult or child who eannot find something in them."

Kintner Praises President

Kintner credited Sarnoff with gambler's virtue and said NBC's programming philosophy was that during the week the audience should have a ehanee to see every type of show. It is aiming in its speeials at tremendous excitement and a maximum listening audienee.

Pointed up as an example was a week of "speeials" impaet: Nov. 16-27. It will have a 90-minute "omnibus," a one-hour musieal from Las Vegas, a two - hour all-star General Motors 50th anniversary, Projeet 20's "The Innocent Years," a 90-minute "Wide, Wide World," a 90-minute "The Pied Piper of Hamelin," starring Van Johnson, and a two - hour showing of Irving Berlin's "Annie Get Your Gun," starring Mary Martin.

The Bard Is Encouraged

Other speakers were Mildred Freed Alberg, produeer of the "Hallmark of Fame," who spoke of obtaining "Dial M for Murder," its first mystery, and its encouragement of original Shakesperean endeavours by famed Mauriee Evans; "Pete" Solomon, producer of "Project 20," who added he also is planning "Leaves of Grass," a panorama of the land of the United States, and a series on the history of musicals.

C&C Reorganizes, Also Elects New Directors

Special to THE DAILY

WILMINGTON, Del., July 29. — C&C Super Corporation elected three new direetors and effeeted its reorganization at a meeting here today at whieh 75 per cent of the stock was represented.

New directors include Erwin H. Ezzes, Martin Sehildkraut and Arnold C. Stream, while holdovers are Matthew M. Fox, Walter S. Maek, Gen. J. A. Van Fleet, Winslow Sears and William Zeekendorf. Murray Beeker, New York stoekholder, with 10,600 shares of self and proxies, was nominated from the floor for direetor and by proportional voting was given 87,-600 votes, but failed to be eleeted.

Name Will Change

In the course of the meeting the stoekholders voted favorably on the reorganization plan; to change the name to the C & C Television Corp.; to amend the stock option plan; to amend the by-laws to have eight direetors instead of 13.

The name of C & C Super Corporation was ehanged to C & C Television Corp., with operations eoneentrated in liensing and marketing the film libraries whieh the firm now eontrols with M. M. Fox president and chairman of the board.

Loew's-UA Merger Advocate

(Continued from page 1)

to take control of the eompany, opposed the idea "furiously." Vogel professed "his respeet for the talents of Krim and Benjamin and left the issue essentially to the board's diseretion," Fortune says. But the board deeided not to authorize an approach to U. A. and instead decided to "await any eonerete offers that might eome from that souree."

The entire Hughes' artiele, as well as this ineident, appears to confirm Vogel's eharges against Tomlinson and Meyer who, he says, are being advised by Louis B. Mayer, former M-G-M produetion head.

'I'd Be a Bum to Quit'

While he quotes observers as saying that Vogel has only a fingertip hold on the eompany, he also quotes Vogel as saying, "I'm in this to the end. I'm not going to fire old people just to appease my eritics when I have no replaeements ready. . . . The liquidators aren't going to have this eompany, nor the power seekers, if I ean stop them. So I have a lion by the tail, but I'd be a bum to quit."

The artiele reviews at eonsiderable length the events of the past 10 years whieh led up to the current Loew's problems. Among other things, it diseloses figures (which it says were never before made public) that reveal an MGM film produetion loss of over $6,000,000 for the 10-year period. In 1956 alone, Fortune reports, production losses were $4,600,000. These losses, it eontinues, were offset and hidden "only by profits from the reissue of old films. These netted more than $16,800,000; the reissue of "Gone with the Wind" netted over $11,500,000."

Could Make 40 to 50 a Year

"All the while," the article adds, "M-G-M faeilities were maintained at a level eapable of producing forty to fifty films a year, and these faeilities eost the studio as much as $10 million in overhead in 1956. Actual produetion in 1956, however, was a mere twenty pictures."

Traeing the Tomlinson-Meyer allianee to its beginning, Fortune reports that Meyer, whose "title to film renown derives from onee having been eo-producer (with Jaek Webb) of the serial 'Dragnet,' learned of the existenee of Tomlinson from a Wall Street friend when Meyer was in New York from Hollywood last year reeonnoitering the possibilities of "stalking and eapturing the lion."

Tomlinson Liked Meyer

Meyer's managerial abilities failed to impress Lehman Bros. and Lazard Freres officials, but he did impress Tomlinson, Hughes reeords, and especially when he brought in the name of Louis B. Mayer, with whom Meyer had been aequainted for many years, "and L. B. was godfather to one of Meyer's ehildren."

The two went to the Coast to confer with Mayer and thus, "just as Vogel assumed the presideney of Loew's, a hostile triumvirate was born."

The article continues to relate the tug-of-war between Tomlinson and Vogel over the makeup of the board for the annual meeting of stoekholders last Feb. 28. It relates that Vogel with former Federal Judge Simon Rifkind and David Karr, head of Market Relations Network, whom he had retained as advisers, and also eompanied by Frank Paee, a member of Loew's board, met Tomlinson, Meyer and Ben Javits, their attorney, in New York's Hotel Drake in early January. At this meeting, it reeounts, Javits, "boldly" laid down Tomlinson's demand for six direetors for himself, six for Vogel and an independent thirteenth to be pieked by a four-man eommittee from the other twelve.

In Form of Ultimatum

"In a truly remarkable scene, Javits stated his proposition as an ultimatum —asserting that he would shortly receive a phone call from Andre Meyer who would, (Javits warned) throw his support to the Tomlinson group if Vogel did not aecede."

It reeounts that a call did come through from Andre Meyer but that it was merely returning an earlier Javits eall, and the Tomlinson bloc worked. Vogel gave in and a slate of six direetors was named by each group with the bankers finally pieking Ogden Reid as the thirteenth man.

The author pays his respects to Vogel's accomplishments to date "despite his unhappy position," emerating studio eeonomies, key personnel ehanges, independent production deals, television deals, and cleaning house of nepotism and influence in various areas. He reports Wall Street sentiment as leaning to the belief, though, that Vogel should have aeeepted the challenge to a proxy eontest last February and probably would have won out had he done so.

He offers the opinion that with its vast assets and potentials, M-G-M is still is very healthy and with the possibilities of toll television and movies-by-mail in the more distant future, its prospects are good.

Points to 'Movies-by-Mail'

Movies-by-mail, the author explains, is an idea of Douglas Shearer's, M-G-M teehnieal and research head. It requires a eheap stock of prints of films which would be mailed direet to homes for screenings on rented projectors, "with subscribers paying $2.50 per film. Produetion eosts would be about 60 eents and of the $1.90 spread between cost and price the produeing company could probably take 60 cents—a 100 per eent profit."

"This is the stuff," the artiele concludes, "that great corporations dreams are made of. It is the stuff that could be part of a new life for old M-G-M. And it is the kind of stuff that makes a man like Joe Vogel hope very much that he will still be around M-G-M for a while.

Vogel Lauded by Heller, Hits Rump Meeting

ept. 12 Meet een Time for larification

(*Continued from page* 1)

Loew's under the date of July 26, Robert Heller & Associates, man- ement consultants.

The Heller firm has been engaged nce May 6 last in an analysis of e company's operations. There had rlier been speculation in the press d inquiries about the nature of the ports.

To Tomlinson and Melniker

The first letter was addressed to seph Tomlinson, director, and the cond to Benjamin Melniker, Loew's ce-president and general counsel. he text of each letter reflects the creasing confidence of the Heller rganization in Vogel's ability and the harp modification of the Heller sug- estion of early July, which called r the replacement of Vogel by muel Briskin, the installation of anley Meyer as assistant to Briskin d appointment of Louis B. Mayer s chairman of the board of directors, position which would have had to e re-established for the purpose.

Suggestions Rescinded

These recommendations have been ithdrawn by Heller and replaced by suggestion that responsibility for e control of the Loew's operations e clarified at the special board meet- g which has been called for ept. 12.

At a press conference called here response to inquiries from the ess concerning a board of directors eeting called for by Joseph R. Tom- nson, Vogel said in a carefully pre- ared statement:

"The Owners Will Speak'

"The owners (the 26,000 stock- olders) will speak in about a month. ny attempt to hold factional meet- gs in the meantime to prevent the ockholders from acting would be gainst the interests of the corpora- on. It would be an attempt by a ction of about four per cent to ustrate the right of 96 per cent of e stockholders to decide and it would be engineered by two direc- tors, Tomlinson and Meyer, who are under charge for removal."

Explaining the situation, Vogel de- clared, "A stockholders meeting has been called for September 12 by the president who has the authority under the by-laws to do so.

'The Only Legal and Moral Way'

"Twenty-six thousand stockholders who own the company will decide at that time to give management a working majority of independent di- rectors so that it can carry out its program. This is the only legal and moral way to decide the serious dis- agreement which has arisen.

"A majority of the directors last elected by the stockholders namely Messrs. Vogel, Pace, Reid, Killion, Sullivan, Brownell and Parker—are in accord that the president should submit the matter to the stockhold- ers.

"I will not appear at nor support any effort of the Tomlinson faction to thwart the 26,000 stockholders from making a decision at the special stockholders meeting."

Florence Resigns

Announcement was made today of the resignation of Fred Florence as a member of the Loew's board of directors. Regarding the resignation, Vogel said that Florence, who is chairman of executive committee of Republic Bank of Dallas, has been "considered on the opposition side."

Vogel said he will not take part in tomorrow's meeting in New York, and he withheld comment on the lo- cally printed report that General Omar Bradley and Norma Shearer have agreed to join the Loew's board if he invites them to.

The first of the two Robert Heller & Associates letters released by Kil- lion concerned an inquiry received by the management consultants from Tomlinson. Under date of July 26, the Heller organization wrote all members of the Loew's board:

Regarding Tomlinson Inquiry

"In answer to our letter to the Board of July 25, 1957, we have today received a letter from Mr. Joseph Tomlinson, a Director of your Company, requesting that we indicate the reasons which led us to the recommendation, made in that letter, that Mr. Joseph Vogel should be re- lieved of his responsibilities as Pres- ident and Chief Executive Officer of the Company.

"In working on an assignment for any client, Robert Heller and Asso- ciates always recognizes that primary responsibility is to the stockholders of the Company.

"Well before the Board meeting held on July 12, 1957, it had become clear to us that the President of your Company did not have sufficient con- sistent support in the Board to en- able him properly to discharge his duties as Chief Executive Officer. Thus, many operating decisions nor- mally left to the judgment of the President had to be submitted to the Board with the result that his rec- ommendations were frequently dis- regarded. This situation, already acute when we started work on May 6, 1957, deteriorated rapidly to the point where the President and his subordinates were virtually power- less to take prompt and effective man- agement action which they consi- dered advisable.

Support Given

"Repeated efforts had been made by several Directors and ourselves to organize a working majority of the Board in support of the President so that he could exercise normal man- agement prerogatives. All such efforts have failed.

"Obviously the situation existing as of July 12, 1957, was not in the best interests of the stockholders.

"In an effort to resolve this un- fortunate impasse a new management slate was presented orally to the Board of Directors at its meeting in Los Angeles on July 12, 1957, which recommendations were reduced to writing in our letter of July 25, 1957. We believed that agreement might be reached on that slate by a working majority of the Board of Directors. Subsequent developments have indi- cated the unlikelihood of such an agreement.

Saw No Good Purpose Served

"If such is the case, then clearly the only result attained by allowing those recommendations to stand would be further dissension and dis- ruption of effective management—to the continuing detriment of the stock- holders.

"Therefore, under these circum- stances we withdraw the recommen- dations contained in our letter of July 25, 1957.

"As the situation has developed, we believe the best interests of the Company can be served only by as- certaining the wishes of the stock- holders. A call has already been is- sued by the President for a stock- holders meeting on September 12, 1957. At that time, responsibility for control of the Company's operations can be clarified."

Melniker Query Answered

The second of the Heller letters, text of which was released by Killion, concerned a request for information by Benjamin Melniker, Loew's vice- president and general counsel. Re- garding this inquiry Heller writes all members of the Loew's directorate:

"In a letter received today from Mr. Benjamin Melniker, Vice-Presi- dent and General Counsel of your Company, we were asked about our recommendations to the effect that certain officers of the Company be relieved of their duties.

"The major reason, others being inconsequential, for our recommen- dation that Mr. Vogel be relieved as President was based upon the fact that he was unable to unite a divided Board and thus do away with the disorganization resulting from the bickering of the company's Board of Directors.

"If Mr. Vogel receives an effective working majority of Directors as a result of stockholders action at the special stockholder's meeting, which has been called for that purpose among others, we would recommend that Mr. Vogel remain as President and be given full opportunity to carry out his program.

'Very Competent Executive'

"It is our view that Mr. Vogel is a very competent executive, and were it not for the conflict in the Board we would have recommended un- qualifiedly his retention as President and Chief Executive Officer.

"These opinions are the indepen- dent judgment of Robert Heller and Associates which opinions have been formulated entirely apart from your inquiry.

"The recommendation contained in our letter of July 25, 1957, that Mr. Melniker and the firm of Phillips, Nizer, Benjamin & Krim be replaced as legal counsel was based solely upon our conviction that if Mr. Vogel was to be replaced under the cir- cumstances, it would not be in the best interests of the Company to re- tain those so closely and intimately associated with Mr. Vogel.

Looks for Majority Support

"Also, if Mr. Vogel remains as President with majority support of the Board, the other recommendations in our letter of July 25, 1957, would no longer apply, and any future rec- ommendations should be based on performance in the light of such changed conditions."

Tomlinson called a meeting of the board of directors for 10:30 today in New York. With Vogel on the coast it was indicated that none of the remaining directors sympathetic to management would appear and that there would be no quorum present.

tevenson, Shearer, radley Proposed

Three of management's candidates r the new board of nineteen direc- rs proposed by Joseph Vogel, oew's Inc., president, are Adlai tevenson, Norma Shearer and Gen- al Omar Bradley, it was reported esterday in industry and Wall Street rcles.

Won't Attend Conclave, Says Loew's Head

Live Shows in Hartford

HARTFORD, July 29.—The 4,200-seat State Theatre here, Connecticut's only remaining combination motion picture-vaudeville house, owned and operated by Harris Brothers, will re- sume weekend stage performances early in September. The theatre, closed for the summer, will be exten- sively redecorated prior to relighting shortly after Labor Day.

THE WORD* IS OUT!

20th has another ***blockbuster*** *in September!*

"No Down Payment

is the type of gambling that will pay off and the type that continues to make 20th-Fox the hottest production lot in town."

The Hollywood Reporter

TRADE VIEWS by W. R. WILKERSON

• TWENTIETH-FOX has just finished a picture with a future-star-studded cast of young players that were directed by a new young director. We saw the results and hasten to report that not only is the company seeking new young faces, but they are giving them work and opportunity. Something quite rare in this effort that usually gets big lip service but no concrete action.

Jerry Wald has always advocated the use of young talent, and when he went to Buddy Adler with the John McPartland story, "No Down Payment," with the suggestion that they draw on their list of young stock players for the casting, he got an enthusiastic nod. Not only that, Wald wanted a young director, Martin Ritt, a former actor and stage director, and he got him.

When you see "No Down Payment" you will see four young girls and an equal number of boys turning in top performances, and when the audiences get a look at the picture not only will it get their stamp of approval but they'll be looking for the return screen appearance of each of these players.

All of these young players have been in one or more pictures, but only one has been given the acting opportunities they get in this show. You'll see Joanne Woodward in a standout performance, Barbara Rush, Sheree North and Patricia Owens with proven abilities that will move them up the ladder. Cameron Mitchell is the only member of this cast that has heretofore been given such important casting; the other boys, Jeff Hunter, Tony Randall and Pat Hingle, off of what they contributed in this picture, will win the attention of every producer on the lot.

"No Down Payment" is the type of gambling that will pay off and the type that continues to make 20th-Fox the hottest production lot in town. Not only did Wald take a chance with this story (centered around a new housing development) that demanded young actors and selected young players on the lot for the cast assignments, but he went even further with handing the directorial assignment to Martin Ritt. This picture and its results will win Mr. Ritt consideration for the best that 20th makes.

The personnel used in this picture are given added importance because the company did not have to leave the lot for a single contributor.

and word travels fast... so call 20th today— set your date now!



from 20th Century-Fox CINEMASCOPE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 21 NEW YORK, U.S.A., WEDNESDAY, JULY 31, 1957 TEN CENTS

Rump Session Names Mayer, Briskin to Loew's

Management Calls Actions Illegal; Vogel, Continuing Operations, Relies On Special Meeting of Stockholders

By JAMES M. JERAULD

The battle for control of Loew's, Inc., between Joseph R. Vogel, president, and Joseph Tomlinson, Canadian industrialist, who is a large stockholder, took a new turn yesterday.

Five directors who are supporters of Tomlinson held a rump meeting at company headquarters, elected two new directors and took steps intended to head off the special stockholders' meeting called by Vogel for Sept. 12 to elect a new board.

Louis B. Mayer and Samuel J. Briskin were named to the board by the group.

In a set of resolutions they repudiated the steps already taken by Vogel and ordered that a written communication be sent to the Securities and Exchange Commission advising it of this action.

Vogel issued a statement which

(*Continued on page 6*)

Killion Heads MGM's Executive Committee

From THE DAILY Bureau

HOLLYWOOD, July 30 — George Killion, president of American President Lines, Ltd., was named chairman of the executive committee of Loew's, Inc., at a special session of that committee held Monday at the Culver City Studios.

This action preceded the action of the Joseph Tomlinson board in New York by about 24 hours. The New York meeting, described by Louis Nizer, counsel, as a "rump" session, named Tomlinson and Stanley Meyer to fill executive committee vacancies.

Killion had been a member of the committee since March of this year and a director since December of last year. On the executive committee he

(*Continued on page 7*)

Todd Scores Lazy Showmen

Mike Todd told a press conference at the Algonquin Hotel here yesterday that he would like to be able to forget about exhibitors and their "shooting galleries" with his "Around the World in 80 Days" and begin making his next picture, "Don Quixote," but up to now he hasn't been able to.



Mike Todd

The main reason seems to be that exhibitors, or many of those Mike deals with, are tired, lazy or indifferent and he all too often has to drop what he's doing and show them how to get publicity, how to sell a show, and in short, how to do better what an exhibitor is supposed to do.

"I can go to any theatre," Todd said with emphasis, "and jump the gross in a week. The big evil of show

(*Continued on page 4*)

Backed by Wagner

Exemption on First 90 Cents in N.Y. Tax Bill

Passage Is Seen Certain; Would Aid Small Houses

New York City's five per cent amusement tax would be eliminated on the first 90 cents of the cost of motion picture theatre tickets by the expected passage of a bill introduced in the City Council yesterday by Councilman Maurice McCarthy at the suggestion of Mayor Robert F. Wagner.

The measure will be acted upon by the council at its next meeting, date of which has still to be set. Passage, however, is believed to be

(*Continued on page 4*)

Rank Sees $5,000,000 Fiscal Year Billings

By NORMAN MORRIS

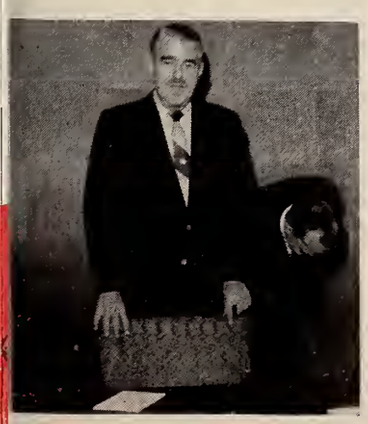
By the end of the fiscal year, June, 1958, Rank Film Distributors of America, Inc., expects gross billings totaling $5,000,000, of which $2,000,000 would revert to the producers of the product, according to Kenneth Hargreaves, president of RFDA.

At a joint press conference with

(*Continued on page 4*)

AT THE TOMLINSON MEETING

(Exclusive by the M. P. Daily)



Joseph Tomlinson



Stanley Meyer and Sam Briskin



Louis B. Mayer



And, for the management: Louis Nizer, attorney, and Irving Greenfield, who as secretary sat through a meeting he officially declared was improper.

PERSONAL MENTION

RICHARD F. WALSH, president of the IATSE, has returned to New York from a month's trip to Africa and Europe as an AFL - CIO representative at the International Labor Congress.

•

ALEX HARRISON, 20th Century-Fox general sales manager; GLENN NORRIS, Central-Canadian division manager, and home office sales executives ROGER FERRI and JACK BLOOM have returned to New York from Cleveland.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned here from a brief vacation at Shawnee-on-Delaware, Pa.

•

WILLIAM GOETZ, producer, will arrive in New York from Hollywood on Friday.

•

ADRIAN AWAN, 20th Century - Fox special exploitation representative, has left New York for Philadelphia, Baltimore and Washington.

•

SOL C. SIEGEL, producer, and his associate, GEORGE ENGLUND, have arrived in New York from the Coast.

•

JAYNE MANSFIELD is scheduled to arrive in New York on Sunday from Hollywood.

UA 'Success' Policy Scored in Milwaukee

Special to THE DAILY

MILWAUKEE, July 30.—Subsequent run exhibitors of this city, in a protest meeting held late last week, voted unanimously to condemn the proposal of United Artists to make "Sweet Smell of Success" available 21 days after its downtown run, Ben Marcus, head of Allied of Wisconsin, reported here today.

The resolution also protested a request by UA for bidding from all 16 de luxe runs, "limiting the play-off on this super availability to the top five bidding offers received."

The UA proposal, the resolution said, would disrupt the long established regular and orderly release of motion pictures after the first run engagements." A copy of the exhibitors' resolution was forwarded to the UA home office in New York.

Statistical Experts To Testify in Suit

Special to THE DAILY

SAN FRANCISCO, July 30.—Waiting in Federal Court today during the trial of Samuel Goldwyn's monopoly suit against Fox West Coast Theatres were two experts ready to testify for their respective sides while Bert Pirosh, chief FWC film buyer, occupied the witness stand again.

The experts were Joseph A. Walsh for the Goldwyn forces and Dr. A. Kenneth Beggs for the defense. Walsh is a prominent New York accountant and Beggs is a director of the Stanford University Research Institute. Both are recognized as statistical experts.

Will Cover '47 to '50

When they get their call to the witness stand these two will seek to prove or disprove that seven Goldwyn films released between 1947 and 1950 suffered losses due to alleged violations of the anti-trust statutes. They will match figures taken from nationwide box office receipts.

In his testimony today, Pirosh described how he and Raymond Syufy, northern California exhibitor, discussed product dividing arrangements in a parked car on Nob Hill because Syufy "was afraid my hotel room would be bugged." The witness went on to explain the independent exhibitor "probably thought my room was wired and he didn't want a record made of our conversations."

Competitive Bidding Ended

On two such parked car meetings, Pirosh testified Syufy picked him up in downtown San Francisco and drove him to the hill top where they eventually worked out an arrangement to stop competitive bidding against each other because "we agreed that we both would be happier if competitive bidding could be eliminated." Competitive bidding in Vallejo between FWC and Syufy Theatres came to an end as a result of these conferences, Pirosh admitted under questioning by Joseph Allioto. Pirosh confirmed Allioto's contentions, previously challenged by FWC president John B. Bertero, that FWC and other exhibitors allocated product among themselves by drawing lots.

Decision by Picking Slips

Pirosh described a meeting in the Fox Theatre building in San Francisco at which exhibitors divided pictures by picking slips on which names of distributors had been marked.

Details of the FWC-United Artists Theatre split were disclosed when Pirosh testified that early in December, 1949, just prior to a court-ordered dissolution of FWC-UA owned United West Coast Theatres Corp., he agreed with Pat Di Cicco of UA that FWC would allow UA to have all Metro products in all situations where competitive bidding did not exist. Pirosh said this arrangement had been consented to by George Hickey, Metro western division manager.

MPA Meets Petrillo Today on TV Payments

A Motion Picture Association of America committee headed by Eric Johnston, president, is scheduled to meet here today with James C. Petrillo, president of the American Federation of Musicians, to discuss negotiation of payments to musicians by companies whose post-1948 films are sold to television.

Up to now, payments to musicians for older film libraries sold to TV were negotiated by the purchasers of the backlogs, rather than the producers-distributors. The latter now seek the right to negotiate their own rates of payment, rather than be bound by those negotiated by others.

Rogers & Cowan And Arthur Jacobs Merge

The merger of Rogers & Cowan and the Arthur P. Jacobs Company, two leading public relations organizations in the entertainment field, was jointly announced here yesterday. The new firm will be known, effective immediately, as Rogers, Cowan and Jacobs.

Corporation papers to be filed shortly will designate Henry C. Rogers as president, while Warren J. Cowan and Arthur P. Jacobs will be named officers. A full board of directors will be announced shortly.

Will Combine Offices

Present plans call for the physical merger of offices and personnel in Beverly Hills, London, Paris and Rome as well as New York. In addition to full-time operations in those cities, the new company will maintain representatives in major domestic, Canadian and European cities.

Whitney Will Present 8th Selznick Awards

John Hay Whitney, United States Ambassador to England, will make the 1957 presentation of the Golden Laurel Awards at the Edinburgh Film Festival in Scotland, it was announced yesterday by David O. Selznick, founder and donor of the annual awards.

The American diplomat will make the presentation of the eighth annual series of the awards on Sept. 8 in Edinburgh.

FPA Meet With Larkin

Executives of the Film Produc Association of New York met h yesterday with Leo A. Larkin, t city's assistant corporation coun representing Mayor Robert F. W ner, to present him with specificati that would facilitate New York Cit theatrical, non - theatrical and tele sion film production.

Attending the conference we Harold E. Wondsel, president FPA; Peter J. Mooney, vice-preside of Audio Productions; Walter Lowe dahl, executive vice-president Transfilms; John Wheeler and Har Alpert, legal counsel for FPA; W. Ross, public relations counsel, a Martin Pohl, president of Gold Me Studios. The FPA group present Larkin with a full report on what th feel would be the best ways a means of facilitating production.

Called 'Positive' Approach

The approach taken by FPA w described as "positive" in that it w "less inspired by fear of losing t film business than by a feeling th the time is now ripe for recognizi New York's film industry as an in portant contributor to the city fro an economic and public relatio standpoint."

FPA told Larkin it feels that wit the theatrical industry tending mo and more toward independent produc tion, the climate of full cooperatio by city officials will attract an increa ing number of theatrical producers t New York both for location work an studio facilities to capitalize on th talent pool that exists in New Yor

Larkin promised to make a full re port to the mayor.

British Film to Guild

The American premiere of th British Lion Production, "Brothers i Law" will be held at the Guild Thea tre here on Aug. 19. The film is bein handled in the U. S. by Continenta Distributing, Inc.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NEW YORK — Biggest M-G-M opening in a year at the Music Hall.

CHICAGO — First week at Loop Theatre new M-G-M house record.

DETROIT — Opening sets new all-time record at Krim Theatre.

EVERYWHERE — Happy box-offices!



USIC HALL, N. Y.

SOCK! SOCK! AROUND THE BLOCK!

SUCH LOVELY LINES!

The BIG Summertime Hit!

M-G-M presents
AN ARTHUR FREED PRODUCTION
Starring
FRED ASTAIRE
CYD CHARISSE
In
"SILK STOCKINGS"

Also Co-Starring
JANIS PAIGE
PETER LORRE
With
JULES MUNSHIN • GEORGE TOBIAS • JOSEPH BULOFF

Screen Play by
LEONARD GERSHE and LEONARD SPIGELGASS
Suggested by "Ninotchko" by Melchior Lengyel
Music and Lyrics by COLE PORTER
Book of Original Musical Play by
GEORGE S. KAUFMAN • LEUEEN McGRATH • ABE BURROWS
Produced on the Stage by Cy Feuer and Ernest H. Martin
In CinemaScope And METROCOLOR
Directed by ROUBEN MAMOULIAN

Rank Sees

(Continued from page 1)

Irving Sochin, general sales manager, held here yesterday, Hargreaves told members of the trade press that five of 14 films originally scheduled for release this year have already been released. Nine Rank films are going into production at present, he added, and that by the end of 1958, Rank Film Distributors will have about 20 features ready for release.

In going over the past three months since the company came into existence here, Hargreaves pointed out that RFDA began with nine offices and today has eight regional and three branch offices, including two new ones in Cincinnati and Kansas City. He said he was optimistic about the future of RFDA and based his hopes on the fact that "the five pictures released thus far have operated in the black."

Rank Short Set for Theatre Showings

Rank Film Distributors of America will make its 20-minute product short, "Full Screen Ahead," available for public exhibition starting in September, it was announced yesterday by Irving Sochin, general sales manager for RFDA.

Screenings have already been scheduled in Los Angeles and San Francisco theatres that month, he said, adding that a date for Denver has been set for late September.

Todd Scores Lazy Showmen

(Continued from page 1)

business today is lack of effort on the part of showmen. We have too many of the kind who think they are running their business if they telephone the home office from Palm Springs or Florida and ask how business is. If the business is going to be run by people like that we should all get out of it.

"Exhibitors will have to go back to work. If they don't like the business they're in they should get out of it. If you find an exhibitor who likes his business, who's interested, you find one who's doing all right and isn't complaining. The other kind have an excuse for everything. Their single talent is negotiating, beating you down.

Offered '80 Days' at Cost

"I offered a print of 'Around the World' to one exhibitor at absolute cost. I was willing to go out of his town without a cent of profit. He wanted to negotiate better terms; said he had $6,000 weekly expenses and couldn't make a deal for any picture that didn't cover that before the picture played. He wasn't interested in a chance to put on a show and make real money. He was too busy maneuvering."

"Almost everything in the business today is canned. Over the years we've accommulated sicknesses and weaknesses that we now have to cut loose. People ask me why I'm complaining when things are so good for me. What I want to know is why they're complaining when they should be working. Most of them don't know what to do when they get a non-popcorn picture."

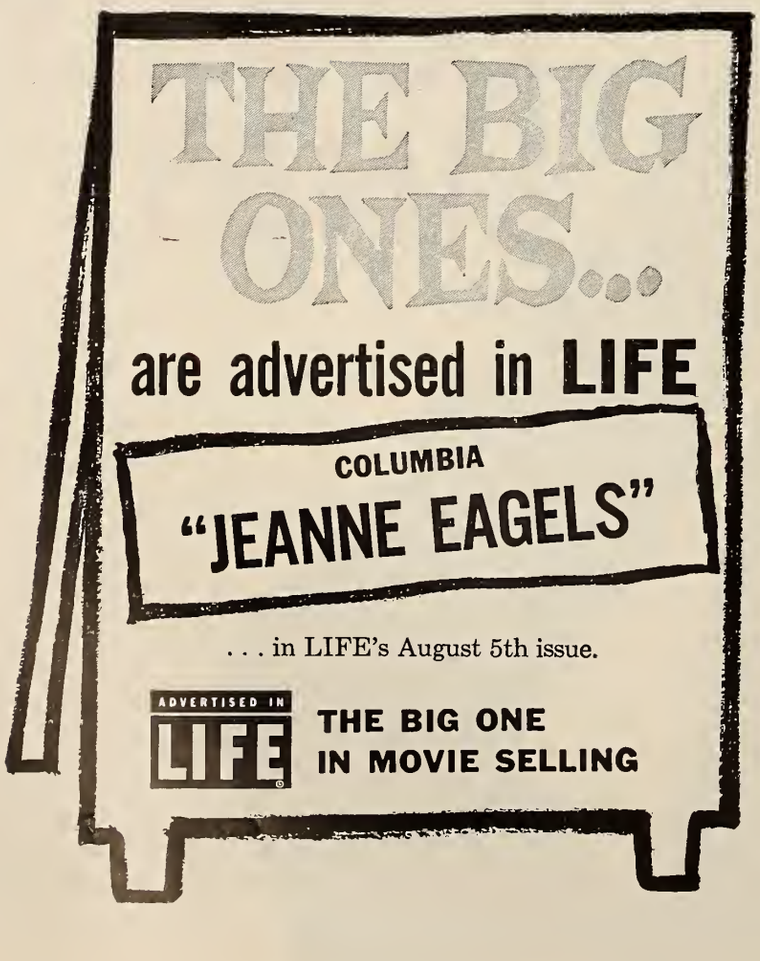
Todd says his "Don Quixote" will be made strictly according to his conception of the story; he will forego signing any actor, actress or director who entertains any different conception of how it should be done or with and by whom. His conception, he said, was derived from a study of the author, Cervantes' life.

Fernandel in Title Role

The French actor, Fernandel, has been signed to play "Quixote." The picture, Todd said, will have its own promotional campaign, sales policy, terms and other factors "built into it." One sequence, he said, that will run a minute or two on the screen will cost $1,500,000, but will be the key to the picture's publicity and promotion.

Todd argued for straight entertainment in films. He said in most of today's films the audience can't tell who it's supposed to be for. "You have to take a psychiatrist to the theatre with you to explain what's on the screen."

He plans to take exhibitors and press representatives to Asbury Park in August to observe the process in use at the Paramount Theatre there for the engagement of "80 Days." He described it only as a "non-Todd-AO" system employing a 35mm. positive made with a new anamorphic printer from a 65mm. negative, using magnetic sound.



Burger Resigns Post With Loew's Int'l.

Samuel N. Burger has resigned as general manager of Loew's International Corporation, Arthur M. Loew, president, announced yesterday. His successor has not yet been set.

Burger's resignation will take effect in September when he plans to enter another field in the amusement industry. Contacted yesterday he said he would announce the exact nature of his new affiliation at a later date.

A. C. Blumenthal Dead

HOLLYWOOD, July 30 — A. C. Blumenthal, 70, a prominent figure in the real estate end of the industry in the 1920's, died at his Beverly Hills home last night following a cerebral hemorrhage.

Up to the time of the depression it is estimated that Blumenthal bought and sold 1,100 theatres, collecting some $4,000,000 in commissions in five years. He was a factor in the reorganization of the Fox Metropolitan Circuit in New York City. He was married to and divorced from Peggy Fears, actress.

After leaving the industry, Blumenthal was active in the hotel and night club field in Mexico City. He returned to California three years ago.

Disney Production At All Time High

Employment at Walt Disney S dios in Hollywood has reached an time high, according to Leo F. S uels, general sales manager of Bu Vista Film Distribution Co.

Samuels reports that Walt Dis Productions are now employing 1, people, and this, he says, indicates h active production at the studios become. In fact, the schedule has b termed "the most concentrated in I ney history" and includes anima work, short subjects and live act subjects.

Samuels, who returned from Coast recently, said that he spent m of the time discussing exploitat plans with studio officials and exa ining new Disney product. One of biggest campaigns, he said, will volve the new C. V. Whitney fi "Missouri Traveler," which is set release before the first of the year

In all, 15 features are expected come from the Disney studios betwe now and a year from next Christm

Disney Dividends Set

HOLLYWOOD, July 30. — T board of directors of Walt Disn Productions today declared a sto dividend of three per cent on t company's common stock, also c clared a regular quarterly dividend 10 cents per share. The cash divide will be paid Oct. 1 to holders record Sept. 13th. The stock divide is payable Nov. 25th to holders record Nov. 1.

Nov. 1 record date for the sto dividend will permit holders of exi ing purchase-warrants to acqui stock in time to participate in t stock dividend. Approximately 186,0 warrants are outstanding, which e title holders to buy a like number common at $22 per share on or b fore Oct. 31.

N. Y. City Tax

(Continued from page 1)

certain, since the bill has the backi of the city administration.

The bill has been referred to t Finance Committee.

The proposed measure follows t report submitted in April by May Wagner's fact-finding committe which characterized the field of e hibition in New York as a "sick i dustry" and as being in dire financi straits as a result of television co petition.

Should the proposed bill becom law it would exempt from admissio tax most of the city's neighborhoo houses while continuing the tax o the larger Broadway and first ru theatres. The provisions of the meas ure parallel those currently in forc in the Federal admission tax setu which the Council of Motion Pictur Organizations is seeking to eliminat

It has been estimated that the ta has cost New York's film theatres a estimated $4,000,000 a year. The pre sent tax law went into effect in July 1954.

THE SEARCHERS glorified the Southwest,
THE MISSOURI TRAVELER dramatizes the great Midwest



Producer Patrick Ford and President C. V. Whitney on the set of 'The Missouri Traveler.'

'The Missouri Traveler,' the second picture in the American series, is as dynamic and warm-hearted as America and as the state of Missouri in which the story takes place.

C.V. Whitney

C. V. WHITNEY presents

The Missouri Traveler



co-starring BRANDON DeWILDE, LEE MARVIN, GARY MERRILL, PAUL FORD
and introducing MARY HOSFORD

Directed by **JERRY HOPPER** • Produced by **PATRICK FORD**

Color by TECHNICOLOR

C. V. WHITNEY PICTURES, INC.
C. V. WHITNEY, President • PATRICK FORD, Vice-President in charge of production

Distributed by BUENA VISTA

Loew's Rump Session Names Mayer, Briskin

Meet-Legality Challenged by Attorney Nizer

(*Continued from page* 1)

appears in full on this page of MOTION PICTURE DAILY, in which he declared that Mayer is "now out in the open" as "the conspirator behind the scenes" and that the ambition of Mayer and Tomlinson is "to seize control of the company."

Louis B. Nizer of Phillips, Nizer, Benjamin & Krim, counsel for Loew's, described the meeting as "about as brazen a piece of rump factional dispute as I have ever seen."

The by-laws of the company specifically state that it takes seven directors to make a quorum at a meeting, he said, and there is no way of getting around this. Arthur Logan, a Delaware attorney (Loew's is a Delaware corporation), attended and advised those present to go ahead.

Nizer Sees Meeting Illegal

Neither side will predict the next legal move. Nizer doesn't recognize the meeting as legal. If the Tomlinson group notifies the Securities and Exchange Commission that the Vogel call for a meeting of stockholders has been "repudiated" the dispute will probably go into court.

Irving Greenfield, secretary, was the only officer of the company to attend. When Tomlinson, K. T. Keller, Ray Lawson, Stanley Meyer and Louis A. Johnson, filed in to start the session, Greenfield informed them that the meeting was "improper" and that any action they might take would be illegal. Johnson, a former Secretary of Defense, acted as chairman.

Fred Florence, a Tomlinson director, who is executive vice-president of a Dallas bank of which Karl Hoblitzelle, well-known exhibitor, is board chairman, had resigned the previous day.

Previously Ogden R. Reid, Frank Pace and George Brownell, Vogel supporters, had resigned, leaving four vacancies on a normal board of 13. Vogel did not attend the meeting and his remaining three supporters on the board—John L. Sullivan, William A. Parker and George J. Killion—also were absent.

Attorneys who attended the meeting in addition to Logan were Stephen Aielles of the Washington law firm of Steptoe and Johnson; and Milton Pollack, who represented Tomlinson. He was named spokesman after the meeting.

'No Comment' from Tomlinson

Louis B. Mayer and S. J. Briskin came out of the elevator with the other directors. Tomlinson brushed off all questions with a "no comment." Mayer and Briskin waited outside of the meeting room. Both said they had been "invited" to become members of the board and intended to accept, if voted in. Mayer said he had the interests of the company at heart and did not want to become president. He preferred an "advisory" post, he said, presumably the chairmanship of the board.

Briskin's name has been mentioned as Tomlinson's candidate for the presidency to succeed Vogel, but he refused to discuss this. He has been in the industry since 1920. He is 50 years old, a graduate of the College of the City of New York and has had experience both with major companies and as an independent producer. He was with Columbia Pictures for eight years; vice-president in charge of production for RKO Radio during 1936 and 1937. In the latter year he returned to Columbia. He was with the armed forces during World War II, after which he helped organize Liberty Films and became vice-president and treasurer. He succeeded Henry Ginsberg in charge of production at the Paramount Studios in 1951 and later became an independent producer.

The meeting began about 10:30. About ten minutes later Mayer and Briskin were called in. At 11:20 Greenfield left, and the meeting was adjourned at 11:32.

Vogel Statement Phoned

Greenfield immediately went into conference with Nizer, and they phoned Vogel at the coast studios. Vogel then dictated over the phone the statement referred to previously.

All of those present were asked if "a quorum" had been present. Everyone refused to answer, except Johnson, who said there was.

Pollack said a statement would be issued from his downtown office, but the plan was changed. He went instead to the Sherry Netherlands Hotel with Tomlinson. The statement said that Mayer and Briskin "had been declared elected" and that

Vogel Senses Plot Aimed a Stockholders

the action was "pursuant to the Del ware corporation law." Nizer cha lenged this.

The two new members, added the five already present, made quorum of seven in accordance wi Loew's by-laws, Pollack declare

'Filled' by Meyer, Tomlinson

A resolution said "the vacancies the executive committee are herel filled temporarily by Messrs. Stanl Meyer and Joseph Tomlinson."

Another section of the rump mee ing's resolution read: "The functio and activities of the executive con mittee are hereby suspended for a purposes and its authority withdraw for the time being, and until th board of directors of Loew's, Inc shall permanently fill the vacanci or name a full executive committe and all powers of the board of dire tors shall be exercised solely by th board of directors as expressed special or regular meetings of th board until further notice."

Would Restrict Vogel

A third clause directed Vogel n to effect or permit "any transactio involving more than $25,000" for a least a year "without the consent o the board."

This may lead to court action i a hurry. Nizer does not recogniz the session as a legal meeting.

Another sweeping prohibition i the resolution is designed to preven the management from soliciting prox ies, preparation of proxy material or any other action in furtherance o Vogel's call for a special stockholders meeting at company expense.

Meanwhile, Vogel's managemen completely ignored the rump meet ing's actions. On the Coast Voge named Killion chairman of the execu tive committee, succeeding Reid, an entered into a deal with Paramoun for the services of Audrey Hepburn obviously entailing a transaction i excess of $25,000.

Sept. 12 Notices Sent

Notices of the special meeting o stockholders on Sept. 12 also hav been mailed out, specifying tha stockholders of record on Aug. 2 will be entitled to vote at the meet ing. It is called to fill vacancies on th board, to amend the company's by laws to increase the number of direc tors from 13 to 19 and to increas the quorum necessary for a vali meeting of directors from 7 to 1 and to elect 6 additional directors and to remove for cause Meyer and Tomlinson from the board and fill the vacancies thus created.

Text of Vogel Statement

Following is the complete text of the statement issued yesterday by Joseph R. Vogel, president of Loew's, Inc., on the rump meeting of directors held by the Tomlinson-Meyer faction:

The Tomlinson-Meyer faction held a rump meeting of five directors out of the 13 elected by the stockholders.

The meeting, of course, was illegal. A quorum of seven is required by the by-laws. Only five attended.

The major piece of business of this gathering was to try to stop the stockholders' meeting which I have called for September 12. I am sure our stockholders will be interested in learning that this is what Mayer, Meyer and Tomlinson consider most important. That stockholders' meeting will take place despite these efforts to block it.

This is a brazen and I think revealing attempt by a small faction to prevent the stockholders from deciding whether Tomlinson and Meyer should be discharged as directors. It is an attempt to prevent the owners of the company from deciding what should be done with their business.

If the plotters had any confidence in their position why would they be afraid of the stockholders' decision? It can be obtained in about a month. I am eager to tell our 26,000 stockholders the facts and be judged by them. They are trying to choke off the stockholders from speaking.

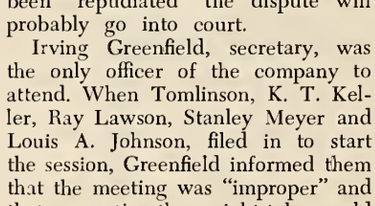
A majority of the directors elected at the last stockholders' meeting approved the call for the special stockholders' meeting next month. These men are Messrs. Killion, Pace, Reid, Sullivan, Parker, Brownell and myself.

Louis B. Mayer, who has been the conspirator behind the scene, is now out in the open, proving that the charges made against him, Meyer and Tomlinson were true and that his ambition is to seize control of the company. His program has simply shifted from obstruction to usurpation.

We at Loew's and our counsel, Louis Nizer, are absolutely confident of the outcome. We will hold everyone who participated in this plot legally accountable.

We are thankful for the wave of support from all quarters of the industry and the public at large.

In the meantime, we will go about our business of rebuilding Loew's. We will successfully protect our company's assets, reputation, tradition and future from this small faction of plotters.



The Monarch
Only De luxe Service
Every Night,
Overnight
New York to London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or
BOAC, 530 Fifth Avenue, New York 36,
N. Y. MUrray Hill 7-8900.

Television Today

UA Sells 26 Films to WCBS, New York

United Artists has sold 26 theatrical films, one-half of its current 52-feature offering to WCBS in New York, it was announced yesterday by John Leo, UA director of television sales. Negotiations are well advanced for the sale of the other half of the program in this market, he said.

With consummation of the sale to the CBS outlet, the 52 features, principally releases of 1954 or later, have been sold in 45 TV markets since distribution was begun in June of this year. The 26-picture group just sold to WCBS will be broadcast by the station on a limited-run basis over a three year period.

Frances Langford on Coast for New Show

Special to THE DAILY

HOLLYWOOD, July 30.—Frances Langford has arrived here from the East to prepare for the filming of the next and third segment of her new TV series, "The Frances Langford Show," being produced by Splendex Enterprises, which is headed by Charles Wick.

Top Players Featured

Producer Wick has allocated nearly $100,000 for the third show of the Langford series, which thus far have utilized such entertainers as Bob Hope, Edgar Bergen, Hugh O'Brien, Julie London, Jerry Colonna and George Sanders.

One Man's TViews

By Pinky Herman

WARNER Bros. have had another ABClick in their newest adult Western teleseries "Colt .45," which will preem in the Fall, starring a newcomer, Wayde Preston. The Friday (10:00-10:30 P.M.) nite program will be sponsored by Campbell Soup. . . . With the removal and considation of its Broadway activities to the Steinway Hall offices, the Nola Recording Studios, with 30 modern, equipped rehearsal and recording facilities, is now one of the largest in town. . . . John Cuddy, formerly with Loucks & Norling and Max Fleischer, named animation production manager Transfilm. . . . In town but a scant six months from his native Costa Rica, singer-guitarist Ray Tico, is clicking but big at the Living Room bistro on the East Side. Managed by former Ork Pilot George Sterney, the handsome lark will be CBSeen in the Fall on the "Arthur Godfrey Show." . . . Jack Paar's debut Monday nite as the emcee of NBC's new "Tonight" series, proved easy to take. A few technical kinks tended to slow up proceedings but in the main, Jack was humorous and displayed a relaxed style of hosting which augurs well for the series. Produced by Perry Cross with Garth Dietrich, megging, the initial stanza featured Stanley ("My Fair Lady") Holloway, Franklin Pangborn, Johnny Johnstone and Helen O'Connell while Jose Melis and his orchestra will provide music regularly. . . . Jack Webb has already started filming 78 additional "Dragnet" episodes at the Mark VII Studios in Studio City. Program is going into its sixth NBConsecutive year. . . .

☆ ☆ ☆

Good news for millions of parents is the definite reopening day of "Ding Dong School" with the lovable and charming teacher, Miss Frances, again at the bell. Program starts Monday morning, Aug. 26, and the New York outlet will be WABD. . . . That beautifully inspiring new wedding song, "This Is Your Day," (Bride & Groom) which was sung as a duet last week by Bob Page and Byron Palmer on the NBC-TV'er, "Bride & Groom," was cleffed by Paul Taubman, the show's talented organist. The number sounds like a standard to this scribbler. . . . Jay Hoffer, on Eckstein's staff as supervisor of national advertising for ABC, was formerly a disk jockey at WICC, Bridgeport, Conn. . . . Tuned in Monday nite to the "Arthur Murray Party," and the show proved to be NBCaptivating. Surrounded by guestars including Tallulah Bankhead, Jose Iturbi and Raymond Massey, Katherine Murray piloted the musical variety program with charm, grace and effective pacing throughout.



Miss Frances

Mayer Would Be Satisfied With 'Consultative' Post

Louis B. Mayer doesn't want to be president of Loew's, Inc. He says he will be satisfied with a "consultative" post.

When he appeared at yesterday's meeting of the Tomlinson directors he explained that he had just come up from Louisville where he had been "looking over some horses."

"I'm still interested in horses," he said, "and I'm lonesome for Leo the Lion."

Killion Heads

(*Continued from page* 1)

succeeds Ogden R. Reid, who resigned as a director after recommending that a special session of stockholders be called. The committee now includes Vogel and Killion.



George Killion

The executive committee approved the borrowing Audrey Hepburn from Paramount to star in "Green Mansions."

It also appointed Robert H. O'Brien, former financial vice-president of ABC-Paramount Theatres, as financial vice-president of Loew's, effective about August 5. O'Brien's selection already had been approved by the board. He will succeed C. C. Moskowitz.

The committee designated William A. Parker, Joseph R. Vogel, John L. Sullivan and George Killion as a proxy committee to solicit proxies for the special stockholders' meeting to be held September 12.

Legality of Tomlinson Quorum Is Questioned

By-laws of Loew's, Inc., Article 2, adopted Jan. 15, 1957, provide that the board of directors shall include 13 men and that seven shall constitute a quorum. If less than a quorum attends the by-laws say the directors attending may adjourn the meeting to another date.

Legal moves to test the power of the five Tomlinson directors to elect two new directors in order to obtain a quorum and then proceed to limit the authority of Joseph R. Vogel will hinge on the attempt to create a quorum by electing two new men to the board.

Louis Nizer, of counsel for Loew's, Inc., says there is no power that can compel a director to attend a meeting and that the absence of Vogel directors was legally justified.

The Delaware corporation law covering this point reads: "The directors shall hold office until their successors are respectively elected and qualified, and a majority of them shall constitute a quorum, which in no case shall be less than one-third of the total number of directors nor less than two directors. The board of directors may, by resolution or resolutions, passed by a majority of the whole board, designate one or more committees. . . ."

AB-PT Annual Meet

The annual meeting of American Broadcasting - Paramount Theatres partners will be held at the Westchester Country Club, Sept. 30-Oct. 2.




what "legs" this "Tammy has!
4 Weeks, New Orleans... SET NEW ALL-TIME HOUSE RECORD!
3 Weeks, Baton Rouge...SET NEW 35-YEAR RECORD FOR TOTAL PLAYING TIME!
3 Weeks, Louisville... 1st & 2nd WEEKS OUTGROSSED "WRITTEN ON THE WIND."
3 Weeks, Birmingham... 2nd WEEK 86% OF 1st; 3rd WEEK 81% OF 1st!
3 Weeks, Salt Lake City...2nd WEEK 88% OF 1st; 3rd WEEK 86% OF 1st!
2 Weeks in Wichita, Charlotte, Tulsa, Spokane, Ogden, Jacksonville, Raleigh, Memphis, Seattle, Lincoln, Pittsburgh, Baltimore, St. Paul, Minneapolis, Toronto ...many more!
1st Week Loew's, Houston equalling "Magnificent Obsession" (Holding over)
1st Week Fox, Atlanta outgrossed "Battle Hymn" (Holding over)
1st four days, Paramount, Youngstown same as "Away All Boats"
"Tammy" is a smash song hit! Climbing higher and higher each week on the nation's Hit Parades.
UNIVERSAL-INTERNATIONAL presents
Debbie Reynolds
TAMMY and the BACHELOR
CINEMASCOPE · TECHNICOLOR®
co-starring LESLIE NIELSEN · WALTER BRENNAN
MALA POWERS · SIDNEY BLACKMER · MILDRED NATWICK with Fay Wray
Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER
Universal International

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 22 NEW YORK, U.S.A., THURSDAY, AUGUST 1, 1957 TEN CENTS

Await Move

Loew's Ignores Rump Board's 'Illegal' Orders

Starts Proxy Soliciting; Tomlinson Files in Del.

Loew's management continued to ignore the resolutions designed to restrict its administrative actions which were passed by the rump meeting of directors comprising the Joseph Tomlinson-Stanley Meyer-Louis B. Mayer faction on Tuesday.

Management yesterday completed and began sending out to stockholders its proxy solicitations for the special meeting called by Joseph R. Vogel, Loew's president, for Sept. 12. The

(*Continued on page 2*)

Harold, Walter Mirisch To Leave AA Aug. 31

Harold Mirisch, vice-president of Allied Artists, and Walter Mirisch, executive producer, have resigned



Walter Mirisch Harold Mirisch

from the company effective August 31, it was announced yesterday by Steve Broidy, president of AA. Their current projects will be completed be-

(*Continued on page 2*)

Television Today

Page 6

OK Program For 'Jubilee'

The program for a month-long celebration of a Motion Picture Jubilee this fall to take place in New York, on the West Coast and in other key cities throughout the country was unanimously adopted by the advertising and publicity directors committee of the Motion Picture Association of America at a luncheon meeting held in the Sheraton Astor Hotel here yesterday.

In other actions the group elected Paul N. Lazarus, Jr., vice-president in charge of advertising publicity for Columbia Pictures, as the new chairman to succeed Roger Lewis of United Artists.

The Jubilee campaign will be conducted in cooperation with local exhibitors and it will include participation in all the cities by film personalities, including stars, directors, pro-

(*Continued on page 6*)

Petrillo, MPAA Talks Adjourned to Saturday

Preliminary talks were held here yesterday between a Motion Picture Association of America committee, headed by Eric Johnston, president, and James C. Petrillo, president of the American Federation of Musicians, on payments to musicians by companies whose motion pictures are sold to television. It was reported that nothing was resolved at the meeting, which was held in Petrillo's office,

(*Continued on page 6*)

Herlong Introduces New Bill

Push Tax Relief in House This Session

To Seek Committee Consideration of Measure Exempting Admissions to $2

By J. A. OTTEN

WASHINGTON, July 31—Rep. Herlong (D., Fla.), a member of the House Ways and Means Committee, has introduced an admissions tax relief bill and promised to try and get committee consideration of the measure before adjournment.

The bill would exempt from the 10 per cent Federal admissions tax all tickets costing less than $2. The present exemption is for tickets costing under 90 cents.

The Herlong Bill is considered the one likely to get industry backing. Herlong is not only a member of the full Ways and Means Committee but also of the Forand Subcommittee on excise taxes. He has also been a longtime friend of the industry.

Chances are very slim for complete Congressional approval of the measure this year, but even action by the Ways and Means Committee would put the bill in good position for House

(*Continued on page 7*)

UA Answers Milwaukee Protests Over 'Sweet'

William J. Heineman, United Artists vice-president in charge of distribution, yesterday released here the text of a letter he has sent to Ben Marcus, head of Allied of Wisconsin, in connection with the protest registered by some Milwaukee exhibitors over the company's subsequent-run release policy in that city for "Sweet Smell of Success."

The text of the Heineman letter follows:

"We are in receipt of your Allied O-Gram to which you attached a resolution which was passed by certain Miwaukee sub run exhibitors condemning the manner in which this company is releasing 'Sweet Smell of Success' in Milwaukee.

"This company, as an experiment,

(*Continued on page 6*)

Executives Hail N. Y. Tax Relief Action

The bill introduced this week to eliminate the New York City five per cent amusement tax on the first 90 cents of the cost of motion picture theatre tickets promises to bring much relief to the industry locally, Russell Downing, managing director of the Radio City Music Hall, said yesterday.

Asked whether the theatre would

(*Continued on page 7*)

Expect To Hold 'Sneak Preview' of Telemovies In Bartlesville, Okla., About August 18

Special to THE DAILY

BARTLESVILLE, Okla., July 31—Technicians and some propective viewers here may be able to "sneak" a look around August 18 of the first test picture of telemovies, according to present plans. The grand opening date has not been announced but is expected to be in September.

Equipment for the project, sponsored by Vumore, Inc., a subsidiary of Video Independent Theatres, Inc., of Oklahoma City, is now being installed. A date to begin connecting subscribers to the system has not been set either by the telemovie firm.

Difficulties in some of the equipment have been blamed for several postponements of the opening date. Most of the trouble has centered around a switch, installed by Vumore, which turns the set from a regular television station to a telemovie program. The arrival of equipment from General Precision Laboratories in New York State, is for the system's main studio, which is being housed in a remodeled theatre.

UA Begins Sales Meets; Opens Omaha Exchange

Special to THE DAILY

OMAHA, July 31.—James R. Velde, general sales manager of United Artists, will launch a series of 33 sales conferences here tomorrow designed to set area distribution plans for the company's new release program. The

(*Continued on page 7*)

PERSONAL MENTION

ERIC JOHNSTON, Motion Picture Export Association president, and ROBERT J. CORKERY, vice - president, will leave here today on a tour of South America, returning on Aug. 16.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, will be in Philadelphia tomorrow from New York.

•

BEN GRIMM, RKO Radio advertising manager, left New York yesterday for Hollywood.

•

SIDNEY COOPER, United Artists Central district manager, will return to Washington today from New York.

•

PAUL KAMEY, Universal Pictures Eastern publicity manager, and JAMES CAGNEY are in Boston today from New York.

•

IVAN TORS, producer, will return to the Coast today from New York.

•

MERLE CHAMBERLIN head of M-G-M's studio laboratory, arrived in New York yesterday from the Coast.

•

HERBERT H. GREENBLATT, RKO Radio Western sales manager, arrived in Omaha yesterday from New York.

Twin 'Rock' Opening

CINCINNATI, July 31 — Jayne Mansfield, arriving in a pure white Cadillac convertible, created a traffic jam here tonight with a personal appearance at Rube Shor's Twin Drive-In in conjunction with the double opening of 20th Century-Fox's "Will Success Spoil Rock Hunter?". The event marked the first time that both sides of the modern Twin Drive-In were used for the showing of the same film.

Start 'Bonjour' in Paris

PARIS, July 31. — Otto Preminger will begin shooting "Bonjour Tristesse" here today with local scenes of the CinemaScope production to be photographed in black-and-white. When the company moves to the Riviera for flashback sequences, these will be filmed in full color. Preminger is producing and directing independently with a combined French-English-American unit.

Loew's Ignores 'Illegal' Orders

(*Continued from page* 1)

meeting has been called to oust Tomlinson, Meyer and their representatives from the board, to fill vacancies caused by resignations of four directors, and to enlarge the board from 13 to 19, including a full working majority in favor of management.

The rump meeting on Tuesday had directed that no proxy solicitations be undertaken by management at company expense.

The rump meeting also directed the company to "withdraw and repudiate" the notices of the special meeting of stockholders filed with the Securities & Exchange Commission in Washington last week. This directive, too, is being ignored. In fact, the special meeting already has been cleared with the SEC.

$25,000 'Limit' Disregarded

A further indication of the determination of management to ignore the dissident minority and the actions of its rump meeting came the day of that meeting when Vogel announced in Hollywood that M-G-M had concluded a deal with Paramount for the services of Audrey Hepburn in "Green Mansions." The rump meeting had directed that management enter into no deals involving more than $25,000.

Management is adhering to its proclaimed conviction that the rump meeting was illegal and its actions are without significance. Its contention is based on the company's by-laws, which require a quorum of seven members of the board, whereas the Tomlinson-Meyer faction went into Tuesday's meeting with only five members, proceeded to elect Mayer and Sam Briskin to the board, and then took action as a fully constituted board of directors.

It is understood they relied upon Delaware corporation law, but M-G-M officials say that even that does not permit the actions taken by the Tomlinson-Meyer faction. The Delaware law would apply, they hold, only in the event the board membership had been reduced to less than seven by an "act of God." Then a quorum would be the number of directors remaining.

Thus, it appears that the Tomlinson-Meyer faction will have to go to court for injunctive relief if it hopes to have its actions enforced.

Wilmington Action Filed

In this connection, it was learned that Tomlinson has filed in Wilmington an action to test the validity of Tuesday's appointment of Mayer and Briskin to the directorate. Should these appointments be upheld the insurgent group would hold seven seats of the 13-man board.

Seek Re-Argument of 'Eden,' 'Lady' Cases

Special to THE DAILY

ALBANY, N. Y., July 31 — It appeared unlikely today that either "Garden of Eden" or "Lady Chatterly's Lover" would be publicly exhibited in New York State for some months, despite decisions by the Court of Appeals and the Appellate Division, respectively, ordering the issuance of licenses.

John P. Jehu, of the State Education Department's law division, revealed that it had obtained an order from Judge Albert Conway staying execution of the judgment in "Garden of Eden" pending reargument of the case at the fall term.

Judge Conway heard arguments in New York on the motion, which was pressed by Dr. Charles A. Brind, Jr., counsel for the department and the Regents, and was opposed by Sol A. Rosenblatt, for Excelsior Pictures.

Jehu also said today that the education department will file a notice of appeal from the unanimous determination by the Appellate Division that the Regents erred in banning "Lady Chatterly's Lover" as "immoral"—as soon as the order directing the motion picture division to issue a seal is received.

H.&W. Mirisch

(*Continued from page* 1)

fore they leave the studio, Broidy said. In future all matters pertaining to production will clear through Broidy's office, it was reported.

Harold Mirisch, veteran industry executive, served on the company's board of directors since 1952, and with his departure, will relinquish that post. Prior to joining AA he was head film buyer for the RKO Theatre circuit.

Walter Mirisch joined the company as a producer and in 1951 was appointed executive producer.

Praise Broidy

Commenting on their departure, the Mirisches said "Naturally, it is with a deep sense of regret that we leave Allied Artists after many years of pleasant and rewarding associations. These not only have been productive years, but we honestly count them among the happiest of our professional and personal lives. We are confident that Allied Artists will continue to progress under the guidance of Steve Broidy, and wish both him and the company the best of luck and success."

Broidy expressed appreciation on behalf of Allied Artists for their important contributions to the growth and prestige of the company during recent years.

No Immediate Plans for Prints-to-Homes: Shearer

From THE DAILY Bureau

HOLLYWOOD, July 31 — M-G-M has no immediate plans for distributing cellophane film prints of feature pictures to homes through the mails, according to Douglas Shearer, studio director of technical research. He said that experimentation has been in progress for several years, but no decision can be made as to the ultimate use of any process which may be developed. Probably, he added, it will be used theatrically.

Shearer's remarks were occasioned by a reference to the prints in an article on Loew's in the August issue of Fortune magazine, as reported in MOTION PICTURE DAILY on Tuesday. The article mentioned production costs of the cheap prints and prices to customers but Douglas said today that no prices could possibly be established at this point in experimentation, which still has a long while to go.

Pakistan's License Divisions Postponed

The Motion Picture Export Association reached no final agreement on the division of 240 import licenses for Pakistan at its regular Tuesday meeting here. Once again the group had to postpone discussion of similar license agreements for Israel and Formosa.

The MPEA board also heard a report from Irving Maas on the status of negotiations with the Philippine government and were able to reach a settlement on certain legal problems concerning Trinidad.

In addition, Robert J. Corkery, director of the Latin American division of MPEA, presented the group with an outline of the trip he and Eric Johnston will make for the next two or three weeks. In his talk he gave status reports on Colombia, Mexico and Brazil.

Rites for W. A. Sullivan

BOSTON, July 31 — Funeral services for William A. Sullivan, head buyer and booker for the Maine and New Hampshire Theatres circuit, will be held at 10 A.M. on Friday at Sacred Heart Church, Newton, Mass. The deceased, who had been with the company for 35 years, leaves a widow and five children.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

David Morgan, booker for Universal Pictures in Detroit, will leave that post on Aug. 29 to join the Detroit sales force of Columbia Pictures. He replaces Fred Bonnem, who has retired after many years with Columbia.

□

Harry I. Waxmann, veteran Atlantic City, N. J., exhibitor, as well as a civic leader in the area, will be the guest of honor at the annual dinner of the Jewish National Fund, to be held at the Ambassador Hotel there on Sept. 8.

□

Dave Kane is now handling the publicity and exploitation in the Philadelphia area for Universal International.

□

Louis Berg, formerly motion picture editor for the magazine "This Week," has been retained by Horizon Pictures as special photographic consultant for "The Bridge on the River Kwai."

□

Sylvia Russell has resigned from the Universal Film Exchange, Detroit, to head the office staff of Arthur Levy, branch manager there for Distributors Corp. of America.

'Dean' Midwest Contest

An extensive "James Dean Fan Contest" is being sponsored by each of the 100 theatres participating in the Indiana-northern Kentucky saturation of Warner Bros.' "The James Dean Story," which will be launched with a world premiere Aug. 13 at the Paramount Theatre, Marion, Ind. Each of the participating theatre managers has tied in with local newspapers and radio stations involving letters on the theme, "Why I Am a James Dean Fan." Writers of the winning letters in each city will attend the Marion premiere and engage in all premiere events.

Evans Tours for 'Man'

Robert J. Evans, who makes his film debut by portraying Irving J. Thalberg in Universal's "Man of a Thousand Faces," is touring a number of key cities on behalf of the picture. He made his first appearance yesterday in Cincinnati.

Studio June Pay Rises

HOLLYWOOD, July 31.—Weekly earnings of production workers here averaged $131.66 in June, compared with $124.22 the year before. The work-weeks for each of the years averaged 40.8 and 39.2 hours, respectively.

Japanese Make Fewer Films But More Are in Color, Wide-Screen

By A. C. PINDER

TOKYO, July 31. (By Air Mail)—The Japanese industry is making fewer pictures this year and substituting quality for quantity, and it doesn't look like they will repeat in 1957 their record of 514 feature films made in 1956.

In the first six months of 1957 they have produced 233 features, a decrease of 43 or 16 per cent over the same period last year but more of them are in color or wide screen.

This marks the first time since World War II that the film production business has declined but it is considered a healthy sign and not because of any losses to TV. In fact, the film audience appears to be growing. In 1956 monthly attendance averaged 83 million while in 1957 January averaged 110 million; February, 79 million; and March, 91 million. However, the income of individual houses is showing a decline, probably because the last 12 months has seen some 1,000 new theatres open their doors.

U.S. in the Lead

In the first part of 1957 a total of 150 foreign films were shown compared with 87 for the same period in 1956 and of these 65 were color and 50 wide-screen. America contributed 67 of these followed by France, Britain, Italy, West Germany, Russia and Spain.

Allied Artists Slates Eight for Production

Allied Artists has scheduled eight pictures for production between August and mid-November, it was announced this week by Walter Mirisch, executive producer. The pictures will be made at the rate of two per month with the first film starting production on Aug. 19.

The pictures include "Beast of Budapest," "On the Make," "Never Love a Stranger," "Up in Smoke," "Johnny Ringo," "Queen of the Universe," "Persian Gulf," and "Quantrill's Raiders."

Two in Production

The company currently has two films in production, "Oregon Passage," and "Hong Kong Incident."

Additionally, AA has acquired for distribution two independently produced pictures. The films are "Naked in the Sun," produced and directed by R. John Hugh, and "The Bride and the Beast," produced and directed by Dennis Gross.

Fox to Release 7 Films in August

Twentieth Century-Fox will release seven films during August, Alex Harrison, general sales manager, announced this week.

The releases include "A Hatful of Rain," "Will Success Spoil Rock Hunter?" "Seawife," "Forty Guns," "The Unknown Terror," "Back from the Dead" and "Hell on Devil's Island."

Hospital Luncheon Aug. 20 in Boston

Special to THE DAILY

BOSTON, July 31.—Exhibitors and distributors in the Boston exchange territory will hold an industry luncheon meeting on behalf of the Will Rogers Memorial Drive at the Hotel Bradford on Tuesday, Aug. 20. This was announced today by Charles E. Kurtzman, New England division manager of Loew's Theatres, exhibitor chairman for the area, and Ben Rosenwald, Boston branch manager of Loew's, Inc., distributor representative for the combined hospital drive.

In most exchange areas the drive will get underway next Wednesday, but Boston is delaying so as not to conflict with the Jimmy Fund Drive, the children's cancer clinic here which the film industry has adopted.

Drive Plans to Be Told

The Boston hospital campaign will be attended by a large number of industry executives, who will describe plans to expand the hospital program and increase its research activities. The executives include A. Montague, vice - president of Columbia Pictures and president of Will Rogers; S. H. Fabian, president of Stanley Warner and treasurer of the hospital who, with Ned E. Depinet, vice-president of Will Rogers, are the co-chairmen of the 1957 Combined Drive.

Also, Charles J. Feldman, vice-president and general sales manager of Universal Pictures and a vice-president of Will Rogers and national distributor chairman, along with M. A. Silver, Stanley Warner division manager and national exhibitor chairman of Will Rogers; Eugene Picker, vice-president of Loew's Theatres, Inc., and chairman of the fund-raising and finance committee of Will Rogers Memorial Fund.

Atlanta WOMPI Meets

ATLANTA, Ga., July 31. — The monthly luncheon meeting of the Atlanta Chapter of the Women of the Motion Picture Industry was held at the Variety Club here. The monthly Bingo Party for the patients of Battle Hill Haven was also held with service chairman Juanita Elwell in charge. The biggest project for the summer was help in sending 72 girls from the Salvation Army Girl's Club to camp.

'Young' to Savannah

A southern premiere for Columbia Pictures' "The Young Don't Cry" will be held tomorrow in Savannah, Ga., site of the filming. Sal Mineo, star of the film, will make a personal appearance, the first in a tour that will take him to 11 key cities.

LETTERS
TO THE EDITOR

SIR:

I note in the MOTION PICTURE DAILY issue of July 26 your article respecting the new distribution plan for "The Ten Commandments."

You state that the plan was vigorously opposed by Philadelphia second run theatres and that a suit was instituted and decided in Paramount's favor, the Court holding there was no violation of anti-trust laws in a company's effort to obtain the most revenue possible from its product by offering it in the manner involved.

Edwin P. Rome and myself represented the plaintiffs in this litigation and I wish to advise you that the Court did not decide there was no violation of the anti-trust laws but, simply decided that there was not sufficiently clear proof before the Court at the time to warrant the granting of the extraordinary remedy of a preliminary injunction.

Perhaps some time in the future our courts will have the opportunity to determine in a suit for damages the validity of the defendant's action.

Very truly yours,

SYLVAN M. COHEN
Cohen, Shapiro & Cohen

18 in Para. Club

Eighteen members of Paramount's domestic distribution organization and one field merchandising representative have been inducted into the company's "100 Per Cent Club," highest honor for year-long achievement that can be bestowed on employees of the Paramount field forces. The honor organization was established by Paramount 32 years ago to spotlight accomplishment. Membership is limited to employees whose work was consistently outstanding throughout the preceding 12 months.

'Rain' Big in Phila.

PHILADELPHIA, July 31 — Twentieth Century-Fox's "A Hatful of Rain" grossed an "outstanding $5,689 in its opening day here at the Stanley yesterday, according to theatre reports.

Austria-U. S. Tax Treaty Approved by Senate Unit

From THE DAILY Bureau

WASHINGTON, July 31. — The Senate Foreign Relations Committee has approved a tax treaty with Austria limiting each country's tax on film rentals earned by citizens of the other.

A maximum tax of 10 per cent would apply under the treaty in each country to the film rental income of citizens of the other country. At the present time, U.S. firms pay Austria a tax of a little over 20 per cent and Austrian firms pay a U.S. tax of 30 per cent.

AN EXCITING M

CECIL B

PROD

THE TEN COM

The unprecedented performance of t
proved again and again. Now as seve
neighborhood showings, it is reachin
would have been incredible. Typical is

PHILA

in 9 special metropolitan neighborho

303% G

(MORE T

THAN THE AGGREGATE GR
PICTURE EVER PLAYED I

And now the same precedent-shatt
Baltimore, Cleveland, Washington an
said it before and now says it again: T
grosses of the industry's new all-tim

VISTAVISION® TECHNICOLOR®

EW REPORT ON
DEMILLE'S
ORION
MANDMENTS

greatest of all grossers has been
cities present it in special citywide
oxoffice figures which heretofore

LPHIA

gagements, the first week's gross was

REATER

TI 3 TIMES!)

S OF THE TOP PARAMOUNT
HESE SAME THEATRES!

ng results are being registered in
ther large cities. Paramount has
re is no end in sight to the runs and
oxoffice champion!

Paramount Pictures

Television Today

Petrillo-AMP

(*Continued from page* 1)

and further discussions will be resumed on Saturday.

In the past payments to musicians for older film libraries sold to TV were negotiated by the purchasers of the backlogs, rather than the producers-distributors. The latter are now seeking the right to negotiate their own rates of payment rather than be bound by those negotiated by others.

Commercial TV in Britain Shows Profit

From THE DAILY Bureau

LONDON, July 28 (Air Mail).—Associated TeleVision Ltd., commercial TV program contractors, made an operating profit of £437,709 ($1,225,585) in the year to April 30 against a loss of £362,672 ($1,015,481) for the previous 15 months. After writing off £82,795 ($230,826) formation expenses from the 1956-7 profit, the debit carried forward is £483,794 ($1,354,623).

Chairman Prince Littler, in his annual report, told stockholders that heavy losses were incurred last summer and it was not until October that the "break-even" point was reached. With the growth in coverage and advertising revenue the company should go through this summer without incurring losses similar to last year's.

Four Seven-Day Stations

There are now four stations operating seven days a week, the Scottish station is scheduled to come into operation next month and this will be followed by further stations in 1958.

Littler was optimistic about the future. Forward bookings by advertisers are higher than a year ago and he was confident that they will continue to build up "to an even more satisfactory level."

New TI Division

Transfilm Incorporated has opened a Midwest division with headquarters at The Carlton House, Pittsburgh, it was announced by William Miesegaes, president of the sponsored film and TV commercial production company. Ralph Maitland was appointed manager of the new division and will supervise a sales organization which will operate in five major cities between New York and Chicago.

Schedules Hearings

Hearings of the Senate committee investigating racketeering in labor and management will be televised live from Washington over the combined DuMont facilities of WABC, New York, and WTTG, Washington, D. C. Channel 5 is the only New York station to schedule the hearings.

New Company to Make Crime Confession Series

A new television company, Confession, Inc., was formed this week to produce a series of personal interview crime confessions involving the "world's most notorious criminals," it was announced by Jack Wyatt, producer and moderator, and Jules Weill, executive producer.

The program will emanate in most cases from within prison walls. Weill and Wyatt have completed filming three of the half-hour shows, two in Dallas and one in Chicago. A series of 39 will be ready this fall with stations in New York, Los Angeles, Dallas, Detroit and San Francisco reportedly ready to sign contracts.

MGM-TV Schedules New Series for Houbigant

M-G-M-TV will produce a 13 quarter - hour telefilm series in color for Houbigant Perfumes, it was announced by Charles C. "Bud" Barry, vice-president in charge of television for Loew's, Inc.

The series is entitled "How to Arrange Flowers," and was created by Houbigant's agency, Ellington & Company, for its client's first entry into TV next spring. The films are a one-man show built around the personality of lecturer J. Gregory Conway, floral artist and author of numerous books on flower arrangement.

J. Burke Crotty, who heads Ellington & Company's television production activities, will supervise production of the series for Houbigant, with films set to roll in early August at the M-G-M Culver City Studios.

Armstrong Signs

Louis Armstrong has been signed to appear on the "Edsel Special Show," featuring Bing Crosby and Frank Sinatra on CBS-TV, Oct. 13. This will be the first time the three stars have appeared together on television and their first joint appearance anywhere since they made M-G-M's "High Society." The deal was set by the Rosenberg-Coryell Agency, which is acting for Gonzaga University, and Father Corkery, president of Gonzaga, producers of the package show.

To Produce 'Decoy'

Production of the new, 39-program series "Decoy," starring Beverly Garland, was announced jointly by Harold L. Hackett, president of Official Films, who will distribute the series for first-run syndication, and by Everett Rosenthal, executive producer of Pyramid Productions, and Leonard Loewinthan, president of Pyramid, makers of "Decoy." The series will be filmed in New York, and delivery of programs will be timed to meet October starting dates.

Syufy Corroborates Testimony in Trial

Special to THE DAILY

SAN FRANCISCO, July 31 — Previous testimony by Fox West Coast Theatres' chief film buyer Bert Pirosh in Samuel Goldwyn's anti-trust suit to the effect, that he made a deal to divide product in a series of conferences held in a parked auto atop Nob Hill was corroborated today by Raymond Syufy, owner of a chain of five theatres in Northern California and one in Reno, Nev.

'Had to Make a Deal'

"They (FWC) forced me to stop competitive bidding," Syufy told MOTION PICTURE DAILY in an exclusive interview. "I had to make a deal or go out of business. I was approached by FWC representatives three times before I decided to give in."

Syufy readily admitted Pirosh told the truth on the witness stand when he testified the parked car meetings were held because Syufy feared that a microphone might be hidden in Pirosh's hotel room and "this might have been a collusive agreement."

Will Reiterate on Stand

Syufy also told MOTION PICTURE DAILY he will repeat this story if and when he is called to the witness stand by Joseph L. Alioto, counsel for Goldwyn.

There was no session of the Goldwyn trial today because of the illness of Federal Judge Edward P. Murphy.

UA Answers

(*Continued from page* 1)

set up for 'Sweet Smell of Success' a new super availability of 21 days after the close of the first run engagement. Instead of our choosing those exhibitors which should play on the 21 day availability, we felt it would be more equitable to give all theatres an opportunity to license this picture on this run, and therefore advised all exhibitors that we would accept the five top offers received. It was our thought that this new availability, which advanced the sub run break in Milwaukee, would help the distribution of the picture and consequently, be of aid to the sub run exhibitors.

Cooperation Seen Essential

"We agree wholeheartedly with Sherwin Kane, who states in the MOTION PICTURE DAILY of July 29, 1957, that 'When business is lethargic there is nothing to be gained by adhering to the old conventional methods that made and keep it that way.' It should be obvious to all, that our business only can prosper if distribution and exhibition experiment and make changes and experiments can be successful only if distribution and exhibition cooperate with one another.

"When we experiment and change our distribution pattern, we hope to get the full cooperation of exhibition and not be blocked by detrimental resolutions such as passed by the sub run exhibitors in Milwaukee. The joint action on the part of the sub run exhibitors in Milwaukee, we deem to be destructive to the future of our industry and to be illegal. We will hold the exhibitors who partake in any such joint action accountable for any damages that we may suffer thereby."

'Jubilee' OK'

(*Continued from page* 1)

ducers, writers and others. The M enthusiastically adopted the plan the celebration submitted by the p licity directors committee in Ho wood. Martin S. Davis, Eastern dir tor of advertising-publicity for All Artists, will head a committee to velop a program for the New Y celebration.

Reports on "Operation Movie-g ing" and spot radio tests in Den and Rochester were made by Si Se ler, Herb Steinberg and Rodney Bu This eight-week test campaign is bei carefully studied. If it proves su cessful it is contemplated that a n tional radio spot campaign will recommended.

Promotional Ideas Presented

A compilation of some 27 prom tional ideas prepared by Oscar Do and Charles McCarthy was presente to the committee for review an study. These will be analyzed an discussed at the next meeting.

McCarthy made a progress repo on a two-reel film to be prepared f use by exhibitors which will dram tize the important place of the motio picture exhibitor in his community.

The committee expressed appreci tion for the "valuable services" Lewis as chairman. It said: "Unde his chairmanship the MPAA business building program was consolidate with that of exhibitors and the pro gram became an all-industry effort.

McCarthy There for COMPO

Present at the meeting were Bush Charles Cohen, Davis, Bob Ferguson Lewis, Seadler, Steinberg, Al Stern Alfred H. Tamarin, Robert S. Tap linger. McCarthy represented th Council of Motion Picture Organiza tions. Representing the MPAA were Kenneth Clark, Doob and Taylo Mills.

'Perri' Openings Slated

Walt Disney's "Perri," his first True-Life Fantasy, will open at the Fine Arts Theatre, Los Angeles, on Aug. 28; at the Trans-Lux Normandie Theatre here, on Sept. 18, and at the Loop Theatre, Chicago, on Sept. 25. National release will start in mid-November.

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

National Pre-Selling

CYD Charisse, who plays a stormy-faced Soviet bureaucrat in MGM's "Silk Stockings," is transformed into a prettily petticoated deviationist in this sparkling musical. In the July 29 issue of "Life," Cyd is shown emerging from her chrysalis as a beautiful butterfly.

•

Tony Curtis, fully bearded for his role in "The Viking," appeared on the cover of the July 28 issue of "The Week."

•

Sophia Loren, who is in Hollywood making "Desire Under the Elms," was photographed cooling her shapely legs in her new California pool for the August 9 issue of "Look." She said, "Nobody will believe how happy I am." She acts this out by eating her first chocolate sundae. A two-page spread is given over to photos made on production sets of "Desire Under the Elms."

•

Kim Novak was featured on the cover of the news magazine, "Time," issue July 29. Her portrait was superimposed upon an artist's conception of her characterization of the title role of "Jeanne Eagels." A cover story appears in the same issue.

•

"Peyton Place," a new 20th Century-Fox picture, was based on a novel by Grace Metalious. The author lives in a New Hampshire town whose inhabitants total 754. Maurice Zolotow tells some interesting facts about this woman whose first novel sold a quarter of a million copies, in addition to being reprinted in eight foreign languages. His article appears in the August issue of "Cosmopolitan."

•

Alex Harrison, general sales manager of 20th Century-Fox, was awarded "Seventeen's" picture of the month plaque for July. "Bernardine," starring Pat Boone, was the film honored. Edwin Miller presented the award.

•

Jim Bishop's final installment of the Kim Novak profile appeared in the July 29 issue of "American Weekly." Anecdotes from the sets of Jeanne Eagels" make this installment entertaining reading.

•

Sophia Loren, star of "The Pride and the Passion," demonstrates how to become fluent in the Roman languages in a series of pictures which appeared in the July 21 issue of "This Week." She does it with gestures, without the aid of a grammar book.

WALTER HAAS

Federal Taxes

(*Continued from page* 1)

and Senate approval next year. The House is likely to start a series of recesses shortly, and then adjourn as soon as the Senate finishes the Civil Rights Bill and a few other items.

Herlong said he expected to call up the admissions tax bill sometime during the current Ways and Means Committee voting on members' tax bills, and that he expected on the basis of past committee practice, the bill would be referred to the Forand Subcommittee. But, he continued, he also had hopes that the Forand Subcommittee would immediately endorse the bill and send it back to the full committee. No hearings are planned.

Supporters Optimistic

Observers say the bill stands a good chance of getting half-way through and, should Congress remain in session for any extended period, then anything could happen.

Credit for succeeding in getting something started can be given COMPO, whose Robert Coyne, member of the governing board and special counsel, has been constantly on the scene here for months, keeping doggedly after the law-makers.

UA Begins Meetings

(*Continued from page* 1)

meetings will involve UA's full sales force, including division managers, district managers, branch heads, salesmen and bookers.

Velde will also preside today in ceremonies formally opening the new UA exchange offices here. Assisting him will be Al Fitter, Western division manager. Regional circuit officials and exhibition leaders will be the guests of the company at the inaugural and a cocktail reception. The exchange is a one-story building located at 390 North Sixteenth Street.

Other Key Cities to Follow

Following today's sales meeting Velde and Fitter will head similar conferences in Chicago, Kansas City, Milwaukee, Minneapolis, St. Louis, Denver, Los Angeles, Salt Lake City, San Francisco and Seattle.

Eastern and Southern division manager Milton E. Cohen will join Velde for planning sessions in New York, Boston, Buffalo, Cleveland, New Haven, Philadelphia, Cincinnati, Detroit, Indianapolis, Pittsburgh, Washington, Atlanta, Charlotte, Dallas, Jacksonville and New Orleans.

Canadian district manager Charles S. Chaplin will be with Velde at conferences in Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg.

Film Given Third Title

HOLLYWOOD, July 31. — AB-PT Productions' "Young Mother," last week re-titled "Eighteen and Anxious," today again was re-titled. It is now "Restless Woman."

REVIEW:

Walk Into Hell

Patric Pictures

An interesting and at times very exciting film adventure into the wilds of New Guinea where Australian administrators are bringing civilization into areas barely known to white men. The photography is in Eastman color that enhances the spectacular mountain backgrounds and builds up the menace in jungles, grass-covered plains and along rivers with thickly wooded banks.

The star is Chips Rafferty, rangy Australian, who has appeared in this country in "The Overlanders" and "The Desert Rats." The discovery of oil by a character reminiscent of the early gold-seekers of the American west furnishes the motivation for a trip into the interior by river motorboat, dugout canoes and on foot. A woman doctor on a mission for the United Nations (Francoise Christophe) goes along in spite of Rafferty's objections. Her skill in curing two sons of a hostile chief suffering from malaria saves the party from extinction and provides a romance with Pierre Cressoy who they find in a deserted village after he had shot an albatross, a bird regarded as holy by the natives.

The crowds used in some of the scenes are tremendous. Literally thousands of natives tramp tall reeds and grass down to make a landing strip for a light plane. Lee Robinson directed and Rafferty acted as producer as well as star. The picture was made in New Guinea and is to be distributed in this country by Patric Pictures of Boston, a subsidiary of Embassy Pictures, also of Boston. It will be handled by independents after an opening mass-booking in the New England area.

Running time, 93 minutes. General classification. Release, July 31.

JAMES M. JERAULD

N. Y. Tax Bill

(*Continued from page* 1)

change its admission prices if the bill becomes law, Downing replied the matter will have to be studied. If this is done, he added, it will be effected in a spirit in keeping with aiding the theatre in times when overhead is continually on the increase.

Others May Make Adjustments

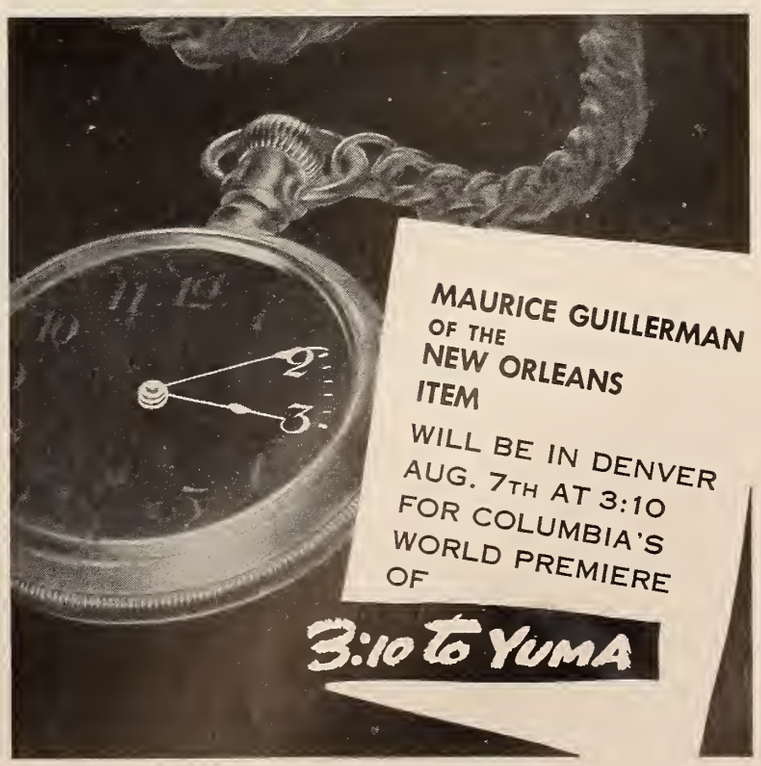
Other New York theatre executives indicated yesterday that wherever possible their admission prices would be adjusted to take advantage of the tax relief. Robert Shapiro, managing director of the Paramount Theatre, pointed out the greatest benefit will be enjoyed by theatres having a scale below 90 cents.

Another executive emphasized the difference between the city's tax bill and the exemptions now applying under the Federal tax on theatre admissions. The city bill provides that *all* admissions are exempt up to 90 cents. In other words, if a theatre's scale starts at $1.25, the admission is not taxed up to 90 cents; the tax applies only on that amount above 90 cents, or in this case 5 per cent on 35 cents.

On the other hand the Federal tax must be collected on the entire $1.25.

Strausberg Expects Passage

Solomon Strausberg, vice-president of the Metropolitan Motion Picture Theatre Association, said yesterday he believes there is a good chance the measure will receive Mayor Wagner's signature before the end of this month and become effective by September 1. The bill has been referred to the city's finance committee for action. It will then go before the city council where passage is believed to be certain since the administration is backing the bill.





Shooting begins this week!

Gregory Peck, Jean Simmons, Carroll Baker

in William Wyler's production of 'THE BIG COUNTRY'

co-starring Burl Ives, Charles Bickford

with Alphonso Bedoya, Chuck Connors

also starring Charlton Heston as 'The Foreman'

produced by William Wyler and Gregory Peck

directed by William Wyler. released through United Artists

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 23 NEW YORK, U.S.A., FRIDAY, AUGUST 2, 1957 TEN CENTS

Now in Recess

FCC Will Meet Sept. 17 to Act On Toll-TV

Decision on Authorization Is Expected at That Time

By J. A. OTTEN

WASHINGTON, Aug. 1. — The Federal Communications Commission agreed today to meet on Sept. 17 to discuss the authorizing of subscription television. The commission hopes to reach a decision on the question then.

The Sept. 17 meeting was set at the commission's meeting today, the last before the FCC's annual August recess. No public announcement was

(*Continued on page 2*)

WOR-TV and Time Buy TL-T Library

(Picture on Page 5)

Trans-Lux Television this week sold its Encyclopedia Britannica library of 700 films to WOR-TV, and Time, Inc.

The WOR outlay was around $100,000. Time didn't wish to disclose its payment.

WOR will begin using the films

(*Continued on page 5*)

Boren, Shamie Will Attend MPA-AFM Meet

Charles S. Boren, vice-president of industrial relations for the Association of Motion Picture Producers, and Al Shamie, labor counsel for the group, will represent the film producers at Saturday's meeting here with James C. Petrillo, president of the Amer-

(*Continued on page 2*)

TRADEWISE on page 5

Television Today on page 5

Stark to Fight Pay-TV Authorization in Court

Abe Stark, president of the New York City Council, says he will go into Federal court to prevent approval of pay television by the Federal Communications Commission, if necessary. His statement, made before the Affiliated Young Democrats in Brooklyn last night, was in reply to a recent charge by Matthew J. Fox of Skiatron that Stark had blocked pay-as-you-see TV in the metropolis.

"Pay television offers the public nothing new except a bill at the end of the month," Stark declared. "If this speculative menace ever gains control over the nation's television channels, the people will be deprived of countless sporting events, cultural programs, variety shows and spectaculars which are currently seen

(*Continued on page 2*)

Tap College Talent, McCarey Suggests

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—A plan to uncover and develop new directorial as well as acting talent in colleges and universities was advanced yesterday by Leo McCarey, who believes that Hollywood should be more active in extending aid and cooperation to the motion picture and drama departments of the nation's educational institutions.

Under the McCarey plan, the studios would supply scripts of their ma-

(*Continued on page 2*)

Fox Releases Manual On MagOptical Prints

Twentieth Century-Fox has published a special manual to provide exhibitors with a simplified explanation of MagOptical sound prints. The manual also describes the proper use of these prints in achieving the ultimate in sound reproduction and CinemaScope projection and outlines the approximate cost of revising equipment to accommodate MagOptical prints.

The manual, prepared by Earl I. Sponable, director of 20th-Fox's re-

(*Continued on page 2*)

McCarthy Sees N. Y. Bill Effective in October

Councilman Maurice J. McCarthy, who introduced the local bill to alter the city's five per cent amusement tax on motion picture theatre tickets, said yesterday he believes the bill will get to the city council about the last week of August. It would then take approximately ten days for the bill, if approved, to reach the mayor for his signature. Assuming the bill gets the mayor's signature, McCarthy believes the measure will go into effect toward the end of September or the early part of October.

There is no real opposition to the bill, to McCarthy's knowledge. How-

(*Continued on page 3*)

Plan to Limit Telemovie Channels To Two in Test at Bartlesville

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 1—Officials of Vumore, Inc., subsidiary of Video Independent Theatres, which is to launch the first public test of telemovies here next month are expected to announce shortly that only two channels will be used in the project instead of three as previously reported. It had been planned to carry a news and musical program on the third channel.

While the coaxial cable being installed for telemovies is equipped to handle five channels, Vumore has experienced trouble with the special switch enabling the television set owner to turn to the various telemovie or regular channels. This difficulty with the switch is said to have led to the decision to begin operation with only two channels.

Present plans are to offer both "A" and "B" films to telemovie customers. Channel One will present an "A" film

(*Continued on page 2*)

Aug. 9 Dealine

Vogel Says He Welcomes Test By Tomlinson

Broker Denies Report of Third Faction Organizing

Joseph Vogel, president of Loew's, Inc., said yesterday he "welcomed" the action brought by Joseph R. Tomlinson, leader of the dissident directors faction, in chancery court at Wilmington, Del., on Wednesday to test the validity of the elections last Tuesday of Louis B. Mayer and Sam Briskin to the Loew's board by the "rump" meeting.

Vogel has termed the "rump" board meeting illegal because it lacked the quorum of seven specified by the company's bylaws.

In his statement yesterday Vogel said:

"We are preparing to enter the Chancery Court proceedings instituted in Delaware by Joseph Tomlinson.

"Tomlinson and his faction have gone on record as opposing the special stockholders' meeting I have

(*Continued on page 3*)

Liable for Damages, 'Rump' Delegates Told

Louis B. Mayer, Joseph Tomlinson, and each of the other seven persons, including attorneys, who participated in the "rump" board meeting Tuesday were formally placed on notice yesterday by Joseph R. Vogel, president of Loew's, Inc., that they would be held "individually and collectively liable for any damage suf-

(*Continued on page 3*)

Gulf States Allied Supports Vogel

Special to THE DAILY

NEW ORLEANS, Aug. 1. — The board of directors of Allied Theatre Owners of the Gulf States, Inc., has voted unanimously to support Joseph R. Vogel. president of Loew's, Inc., and the present management in the impending proxy fight with the Jo-

(*Continued on page 3*)

PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity vice-president, will return to New York today from Hollywood.

•

MERVIN HOUSER, Selznick Company director of advertising-publicity, will leave New York today for the Coast.

•

LEO JAFFE, Columbia Pictures vice-president and treasurer, will leave here today for Europe.

•

SEYMOUR KRAVITZ, publicist with the Michael Todd Co., will arrive in Hollywood from New York on Monday for a two-week visit.

•

CHARLES BOASBERG, Paramount's worldwide sales head for "The Ten Commandments," will return to New York on Monday from a New England vacation.

•

ROBERT FERGUSON, Columbia Pictures advertising executive, will leave here today for Denver.

•

HERBERT WHITE and BURTON PUPUGACH, industry attorneys, will leave here today for London via B.O.A.C.

•

BILL HENDRICKS, Warner Brothers West Coast publicity director, has arrived in New York from Burbank.

•

PAUL MCNAMARA, vice-president of International Telemeter Corp., is due in New York on Monday from Hollywood.

$1,614,457 Contributed To MPIHW in Year

From THE DAILY Bureau

HOLLYWOOD, Aug. 1. — Approximately 15,000 industry employees have contributed more than $7,000,000 to the Motion Picture Industry Health and Welfare Fund since its establishment five years ago, with $1,614,457 being contributed during the fiscal year just ended, Ted Ellsworth, fund administrator, revealed in his annual report.

Under MPIHW agreements formulated in 1952, more than 300 employers contribute six cents per hour for each straight time hourly employee, the same for each hourly employee working under a weekly guarantee schedule, and $3.24 per week for each salaried employee.

College Talent

(*Continued from page* 1)

jor movies to drama classes as basis for 16mm. films to be produced by the students under the supervision of established Hollywood directors.

"Student directors and production staffs would be appointed by their teachers and turn out the films under expert Hollywood guidance," said McCarey. "Members of the drama classes would perform in the pictures, which would be exhibited in schools and colleges throughout the country.

"This would attract additional students to the drama and motion picture classes of the colleges, and be a constructive contribution to the discovery and development of potential professionals in all fields of movie-making—acting, directing, writing and technical. Subsequent exhibition of the 16mm films would in turn contribute to the building of prestige and popularity for Hollywood and its commercial product."

Boren, Shamie

(*Continued from page* 1)

ican Federation of Musicians. The conference will be the second one this week to discuss musicians' performance fees by companies whose film appears on television.

At the preliminary talks held in Petrillo's office Wednesday the producers were represented by the board of directors of the Motion Picture Association of America and their counsel. Boren will step in for Eric Johnston, president of MPAA, during his absence. Johnston, who headed the MPAA group at the first meeting, left for Latin America yesterday.

Fox Releases

(*Continued from page* 1)

search and development department, Herbert Bragg, assistant research director, and Lorin D. Grignon of the studio's sound research department, will be distributed free of charge by the film company's branch offices to all CinemaScope exhibitors.

20th Century-Fox president Spyros P. Skouras last week announced that all current and future Fox CinemaScope releases will be made available in MagOptical release prints.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

Jurow and Shepherd Join for Production

From THE DAILY Bureau

HOLLYWOOD, Aug. 1. — Martin Jurow, who recently resigned as a Columbia Pictures studio executive, and Richard Shepherd, talent executive for that studio prior to resigning, have announced the formation of Jurow-Shepherd Productions. Jurow formerly was in charge of the eastern offices of William Morris Agency, and Shepherd was New York executive for MCA.

In making the announcement, Jurow and Shepherd said, "Today's producer must think in terms of every entertainment medium. For that reason, we are not going to restrict our activities. The world of entertainment lies with motion pictures, in the theatre and on the television screen, and in the presentation of live actors on the stage."

Stark to Fight

(*Continued from page* 1)

without cost under commercial and network sponsorship."

Stark insists that no agency other than Congress can authorize pay television. He even opposes a trial demonstration in accordance with the May 23, 1957, memorandum of the FCC. He claims the FCC has no authority to make such a decision. Also, he declares that the property rights of television set owners will be jeopardized if toll TV is permitted.

Hold 'Band' in Newark

Warner Bros.' "Band of Angels" grossed $4,503 for its opening day at the Branford Theatre, Newark, N. J. On the strength of that figure it already has been set for a second week holdover at this house, the company reported yesterday.

FCC Will Meet

(*Continued from page* 1)

made of the decision, but the agreement was disclosed by commission staff members.

The commissioners reportedly feel that a decision on the controversial subject would not be delayed by the fact that a new commissioner, Frederick W. Ford, would start meeting with the FCC in September. Ford was with the commission for many years before leaving to go to the Justice Department, and FCC members believe he is sufficiently familiar with the toll TV subject to be able to decide on it in the fall.

Comments Requested in May

In May, the commission asked for comments on the question of authorizing public tests of subscription television. Toll TV backers generally replied that subscription TV should be authorized permanently without any new tests, while opponents generally argued that the commission should turn the matter over to Congress for decision.

Plan to Limit

(*Continued from page* 1)

and then a "B" film on an alternating system with Channel Two. This setup is to be adopted, it is pointed out, in order that neither channel will end up with a reputation of presenting "second-best" films.

It is further planned that each picture will run for two days although those that are deemed "outstanding" will be on longer.

Milton Shapp, president of Jerrold Electronics Corp., and Zalmon Garfield, his assistant, were here last week completing a check of their portion of the equipment. They have now returned to Philadelphia, but said they will be back "in about ten days."

We DARE You
To See These Most Amazing Films Of Our Time.
"I WAS A TEENAGE WEREWOLF"
(You Won't Believe Your Eyes)
Starring • Michael LANDON • Yvonne LIME • Tony MARSHALL • plus
"INVASION OF THE SAUCER-MEN"
CREEPING HORROR . . . From The Depths Of Time & Space.
Starring • Steve TERRELL • Gloria CASTILLO—Frank GORSHIN •
American International Presentations
Exclusive For New York—Buffalo—Albany Exchange Territories
GEORGE J. WALDMAN
In New York:
630 — 9th AVENUE
Phone: CI 6-1717
In Buffalo:
505 PEARL STREET
Phone: MA 3857
Minna Zackem, Gen. Mgr.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Gulf States

(*Continued from page* 1)

eph Tomlinson-Stanley Meyer-Louis B. Mayer group for control of the company.

Abe Berenson, president of Gulf States, reported that plans for the forthcoming 10th Anniversary convention to be held at the Edgewater Gulf Hotel at Edgewater Park, Mississippi, were well in hand. Julius Gordon, Allied national president, will be the principal speaker at the convention luncheon Saturday, Aug. 31.

Liable for Damages

(*Continued from page* 1)

fered by the corporation as a result of their illegal acts."

Acting on the advice of Louis Nizer, special counsel for Loew's, Vogel also made it clear that the two attorneys in the group "have no authority to represent the corporation in any matter."

Seven Others Named

In addition to those mentioned, others who participated in the meeting and were placed on notice are: Stanley Meyer, Sam Briskin, K. T. Keller, Louis Johnson, Ray Lawson, Milton Pollack and Arthur G. Logan.

United Artists Week Bookings Set Record

A record total of 20,856 United Artists feature bookings were played off in the United States and Canada during United Artists Week, June 30-July 6, it was announced yesterday by William J. Heineman, vice-president in charge of distribution.

The figure tops by more than 3,400 the 17,420 bookings played off in the first week of July last year, an all-time company mark up to that time, he said.

A. Gutterman, 66

Albert Gutterman, 66, retired veteran Loew's Theatre manager, died yesterday after a lengthy illness. Gutterman joined Loew's in 1908 as an usher at the old Daly Theatre and subsequently managed Loew's Delancey Theatre for 30 years prior to his retirement in 1956. Funeral services are scheduled for today at 1 P.M. at the Midwood Memorial Chapel, Brooklyn.

Rank Office in Colombia

Initiating its own distribution setup in Colombia, the J. Arthur Rank Organization has named Ricardo Canals as manager in the South American republic. Canals, who has had much experience in various parts of South America, was most recently Caribbean supervisor for Republic Pictures.

Capitol Books 'Eagels'

Columbia's "Jeanne Eagels" will be the next attraction at the Capitol Theatre here.

Vogel Welcomes Court Test

(*Continued from page* 1)

called for September 12. They wish to prevent the true owners of Loew's, Inc., from voting on the removal charges brought against him.

"We welcome this opportunity to present the full story of the campaign which Tomlinson, Stanley Meyer and Louis B. Mayer have carried on to win control of the company. We are confident the Delaware Court will give its great equity sanction to our determination that the stockholders should decide the destiny of their own business."

Aug. 9 Deadline for Answers

Meanwhile, the Delaware chancellor has set Aug. 9 as the date by which Loew's management must file answers to the Tomlinson petition. Loew's is a Delaware corporation and the "rump" meeting claimed it acted in accordance with Delaware corporate law in conducting the meeting with less than the specified quorum.

After the filing of Loew's management's reply the court could decide the case then or, if it felt that additional testimony was needed, it could set a date for a hearing.

Observers speculated yesterday whether any delay in arriving at a decision or delays which might be entailed should appeals be taken from an early ruling, would result in a postponement of the special meeting of Loew's stockholders which Vogel has called for Sept. 12. At that meeting, stockholders will be asked to remove Tomlinson and Stanley Meyer, his associate, from the board and to enlarge the board from 13 to 19 members in order to provide a substantial working majority for management.

Tomlinson Attorney Undecided

Milton Pollack, attorney for Tomlinson, said yesterday he could not speculate on whether, in the event of an adverse ruling by the Delaware court, the dissident faction would engage in any new legal move in advance of the Sept. 12 special meeting of stockholders. If the elections of Mayer and Briskin were upheld, the Tomlinson - Meyer - Mayer faction would have a majority of seven on an authorized 13-man board, on which there would still be two vacancies. If the "rump" meeting is held to have been illegal, as claimed by management, the board would remain at nine members until stockholders acted at the Sept. 12 meeting. Of the nine, Tomlinson would have five, but his majority would be meaningless unless he could get the required seven at a meeting to constitute a quorum.

On another front, Eugene Walton of the brokerage firm of Winslow, Cohu & Stetson, denied a published report that he was interested in forming a third "faction" to enter the Loew's struggle for control.

Walton said yesterday he is watching the situation closely only because of his responsibility to stockholders he represents.

Seeks Stockholders' Welfare

"I am interested only in seeing that my clients' and my own interests are safeguarded," he said. "I am for any program that is best for the stockholders. I am not otherwise concerned and have no interest in personalities or anything of that kind. Nevertheless, I am conscious of the fact that this company has had write-offs in the billions for depreciation of films over the years."

Walton declined to state how many shares he owned or represented, and to identify those associated with him. He said he had no predetermined notions concerning the desirability of either liquidation or continued management as a future program for the company.

Beezley Heads Allied Rocky Mountain Unit

Special to THE DAILY

DENVER, Aug. 1.—Neil Beezley, of Burlington, Colo., was elected president and national director of the Allied Rocky Mountain Independent Theatres at a meeting in its offices here. Tom Smiley was named vice-president, and J. H. Ashby, general manager.

Named as board of directors for the ensuing year were Ashby, Smiley, James Peterson, Marie Goodhand, Lloyd Greve, C. L. McLaughlin, Don Munson, J. K. Powell, Robert Kerr, F. E. Rider, John Wood, and Glen Wittstruck.

The unit went on record at its meeting as being unanimously opposed to the operation policy of COMPO and strongly urged non-payment of dues to that organization.

N. Y. Times Favors Bill Cutting City Ticket Tax

The New York Times yesterday editorially endorsed the bill now pending in the City Council which would exempt the first 90 cents of motion picture theatre admission prices from the city's five per cent tax.

The Times said that because of the city' fiscal position "any tax forgiveness must be cautiously considered." Presumably after such consideration the Times said, "We believe the movie tax relief should be granted." It noted the numerous other municipal taxes paid by theatres, as well as the ailing economic state of the theatre and the effects of closings on city revenue and adjacent businesses.

N. Y. Tax Bill

(*Continued from page* 1)

ever, he feels there is "some sentiment in favor of maintaining the five per cent tax on the entire amount of tickets in excess of 90 cents." The provisions of the measure would exempt the first 90 cents on all theatre tickets and tax would be imposed on amounts in excess of that only. He added that the measure was originally introduced to help neighborhood theatres who in the main have admissions not in excess of 90 cents.

UA Heads Leave Thurs.

Arthur Krim, United Artists president, and Max E. Youngstein, vice-president, now plan to leave here next Thursday for their trip to Europe to view rushes of four of the company's productions now being filmed on the Continent.



FIRST, I'D BETTER TAKE CARE OF WILL ROGERS HOSPITAL...



Nothing Like An Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE

Get them done in August—before the rush!

Audience Collection AND THE *Christmas Salute*

FROM THEATRE-PUBLIC

Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

WEEK BEGINNING WEDNESDAY AUGUST 7 through 14

FROM INDUSTRY EMPLOYEES

Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

START THIS ON WEDNESDAY AUGUST 7 *(Finish in August)*

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. • *Saranac Lake, N. Y.*

Television Today



TELEVISION TODAY picture

Richard Carlton and Richard Brandt at yesterday's Trans-Lux announcement.

WOR-TV, Time in T-L-T Deal

(*Continued from page* 1)

September 1. Its staff now is viewing and editing; attempting to devise programs, probably in "public service," and to integrate others. It has film usage for five years.

Time, Inc., bought the films for stations KTVT, Salt Lake City; KLZ, Denver; WTCN, Minneapolis; WFBM, Indianapolis; WOOD, Grand Rapids, also for five years.

Trans-Lux president Richard Brandt and sales vice-president Richard Carlton announced the sales yesterday at 625 Madison Avenue headquarters.

"We have always been in the forefront, upgrading television programs," Brandt said. "Today we are happy to announce that the most commercial city in the country agrees with us."

Pattern Forming, Says Brandt

Brandt commented that previously in talking to the press they had not been able to give them an idea of what stations do with the Britannica pictures, but now a pattern, and a manual, is forming.

Trans-Lux ambitions go further than selling libraries, Brandt indicated. It needs and is attempting to obtain more theatrical films—of the type it would eventually sell for television runs. And it is "negotiating" for a "major syndicated show" in which it "would be involved in production."

TCF-TV and NTA Sign For Two 39-Week Series

TCF-TV Productions, affiliate of 20th Century-Fox, has entered into an agreement with NTA film network to produce two new series of half-hour programs: "How to Marry a Millionaire" and "Man Without a Gun."

Under terms of the agreement, TCF-TV Productions will make 39 episodes of "How to Marry a Millionaire" and 39 episodes of "Man Without a Gun," all to be released over 134 stations of the NTA film network beginning in January, 1958.



TELEVISION TODAY

HOW TO PUT ACROSS to Madison Avenue media men that your television station in the mountains covers better (100 per cent, with a few holes maybe) than some better known in the plains? Hamilton Shea (left) and Warren Braun (pointing) came up—to New York—with the answer. It's a military, topographic map. In its little mountains and valleys they placed little television towers (scale height, they swear), and in those towers little electric bulbs. They operated a control panel, and sure enough light rays from Richmond, Washington, Roanoke don't get past those peaks. They were suggesting this week at Transcontinent TV Corp., that statistical research has suffered in its smugness and Madison Avenue now will consider a new phrase, "the terrain factor." F. S.

TRADEWISE

By ONLOOKER

ONE of the strangest sights surrounding the strange meeting of the dissident directors at the Loew's M-G-M home office in president Joe Vogel's absence earlier this week was the presence of a couple of squads of Pinkerton plainclothesmen all about the premises. They guarded stairways, directing everyone, even employes, away from them and to elevators; kept a sharp eye on Vogel's office, fully prepared to obstruct any would-be trespassers, and carefully watched everyone attracted to the 11th floor by the "rump" board meeting, as well as the dissident directors and their "guests"—L. B. Mayer and Sam Briskin. . . . Loew's employes said they had not been told about the assignment or duties of the Pinkerton men. No one knew who hired them or exactly why, although there was no lack of guessing. A few minutes after the "rump" meeting adjourned and the "outsiders" had left, the Pinkerton men withdrew. . . . So numerous and so heartening have been the messages of support that have gone to Vogel from all levels of the industry everywhere since he publicly accepted the Joseph Tomlinson-Stanley Meyer-Louis B. Mayer challenge that management's morale has been kept at a very high level. It's too bad the whole contest can't be decided by an industry ballot. The verdict would be in already.

IF MPA SUCCEEDS in winning the right to negotiate its own basis of payments to musicians for films sold to television, it could, and probably will, be an extremely important precedent for establishing the base of payments to other production unions and guilds, either where there are no contract provisions of the kind now, or where existing ones expire. . . . That could be the explanation of all the hush-hush that surrounds the MPA-AFM talks, which really haven't decided much yet. Nub of the matter is that the companies feel they are entitled to negotiate the payment basis, rather than be saddled automatically with terms arrived at by the musicians with "middlemen" who acquired old backlogs and proceeded to market them. . . . Whatever became of that plan of New York exhibitors to raise financing for increased production? . . . Indications are the advertising-publicity directors committee working on the industry business building program will go to the MPAA board with a request that it authorize an appropriation for the entire cost of the Motion Picture Jubilee, which the committee plans to get started in early October. On other phases of the program, and in particular, the institutional campaign which TOA and COMPO are urging be conducted as part of it, the committee is most likely to await the specifics of exhibitor participation in financing and thereafter ask the MPAA board to match exhibitor contributions.

NICE WORK that Robert Coyne, COMPO's indomitable tax relief mentor, has accomplished in Washington, almost without assistance. The bill for Federal tax exemption on admissions up to $2 is what is known as a "member's bill"—the only kind the House Ways and Means committee would consider at this stage. Much can happen in the next 10 days. If Congress remains in session indefinitely, anything could happen. But if adjournment comes on schedule, nothing will be lost. The bill will remain in status quo until Congress reconvenes. . . . And while we're at it, plenty of encomiums of the same kind are in order for Harry Brandt and the ITOA who worked the longest, hardest and with the greatest success to get New York's city council machinery in motion for relief from the municipal admission tax. . . . That New York Times editorial yesterday advocating tax relief for the city's theatres was most welcome. It cited the numerous other taxes being paid to the city by theatres and noted that the houses are in uncertain health, many of them closed or in danger of being closed. It pointed out the law of diminishing returns now applies—the city must grant relief in one direction or risk the closing of theatres which will shut off tax revenue in several other directions. . . . Just about the time Mike Todd was telling the press at lunch the other day that his plans for "Don Quixote" are so far advanced that they could be seriously affected should a principal, say one like Fernandel, the star, become unavailable, Fernandel was involved in an automobile accident near Marseilles, from which, let us hasten to add, he is rapidly recovering.



Sound or color—right notes are vital! That means *precise* photography, *precise* recording, plus *precisely* controlled printing and processing — proper density, exact contact, negative and positive. Over the years, representatives of the Eastman Technical Service for Motion Picture Film have acquired information in all aspects of production and processing. This material is available to the industry. Offices at strategic centers.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Los Angeles 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 24 NEW YORK, U.S.A., MONDAY, AUGUST 5, 1957 TEN CENTS

Philip Harling

Cites Public Utility Angle Of Cable TV

Sees Necessity to File Rate Schedule with State

When toll television over wires becomes a reality it will be subject to regulation as a public utility and it will be necessary to file a rate schedule with state regulatory commissions, in the opinion of Philip Harling, co-chairman with Trueman Rembusch of the TOA-Allied Joint Committee on Toll Television.

The committee has not taken a stand on television by cable, because it was created to fight the licensing of pay-as-you-see TV over the air-

(*Continued on page* 7)

Loew's Filing Answer In Del. 'In Few Days'

Answers in behalf of Loew's, Inc., and Joseph R. Vogel, president, to the stockholders' suit filed last week by Joseph Tomlinson will be filed in a few days in the Delaware Chancery Court at Wilmington. The deadline is Aug. 9, but it is expected that the papers will go in before that time.

Tomlinson, as a stockholder, is

(*Continued on page* 2)

Small Loew's Gain In 40-Week Report

Joseph R. Vogel, president of Loew's, Inc., reported to stockholders at the weekend that the consolidated net profits of the corporation, including the theatre subsidiaries, for the 40 weeks ended June 6, 1957, was $2,763,265 as compared

(*Continued on page* 2)

Television Today

Page 7

'Streamline' Pressbook

Columbia Pictures pressbooks in the future will be six-page foldover sheets in black and white with all unnecessary verbiage eliminated. They will be designed solely to help an exhibitor sell the picture to the public. Efforts to impress producers and others will be eliminated. All the selling to the exhibitor will be done by the sales forces.

Reproductions of big mats that are rarely used and duplications of mats in different sizes will be missing. There will be only three mats, each with six or more ads, which will be sold by National Screen Service at 35 cents each. If an exhibitor wants to buy the ads separately he can, but it

(*Continued on page* 6)

Ready H-63 Proposals For End of This Week

With the Home Office Employee Union's contract set to expire on Aug. 31, 1957, Local H-63 has begun to prepare a series of new proposals which it will submit to the individual motion picture distributors by the end of this month, according to Russell

(*Continued on page* 7)

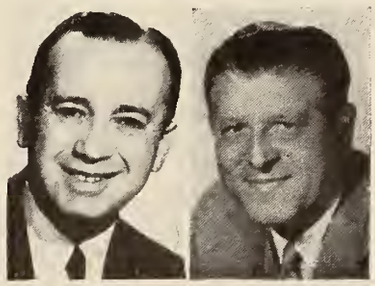
Pre-1948 Library to Screen Gems

Univ. Licenses 600 Films to Television

Agreement Gives Company $20,000,000 In 7-Year Period; Other Rights Retained

Universal Pictures has licensed the exclusive television distribution rights in the domestic territory to its pre-1948 library of approximately 600 feature motion pictures to Screen Gems, Inc., it was announced at the weekend by Milton R. Rackmil, Universal president. The deal was signed for Screen Gems by Leo Jaffe, vice-president.

The agreement calls for Screen Gems to pay to Universal a minimum guarantee of $20,000,000 over a seven-year period and provides for Screen Gems to receive a graduated scale of distribution fees. The contract also stipulates that all rights, other than TV distribution, are retained by Universal.



Leo Jaffe Milton Rackmil

Negotiations for leasing of the Universal library by the Columbia Pictures television subsidiary had been underway for a long time. Along with Paramount Pictures, Universal

(*Continued on page* 2)

Industry's 'Worst Storm' Is Past, Analysts Find

Hollywood has "successfully weathered the worst storm in its history and is entering a period of more favorable business climate," Arnold Bernhard & Co., investment advisers, reports in its current "Value Line Investment Survey." The report says motion picture companies have strengthened their earning power rather thoroughly both currently and for the longer run."

Credit for the gains is attributed to increased attendance and to "diversi-

(*Continued on page* 6)

Charge Contract Settlement Illegal

Stockholders Sue L. B. Mayer to Recover $3,000,000 for Loew's

A Loew's stockholders' action to compel Louis B. Mayer to repay to the company an estimated $3,000,000 paid him in settlement of his contract several years ago was filed in state supreme court here on Friday by Helen and Louis Brandt, the latter of Brandt Theatres of this city.

The action charges that the contract between Mayer and the company was illegal and that, therefore, he was not entitled to compensation for its settlement.



L. B. Mayer

Saul E. Rogers, attorney for the plaintiffs, who are Loew's stockholders, disclaimed any connection between the recovery action and the entry of the former M-G-M production head into the struggle for control of Loew's on the side of Joseph R. Tomlinson and Stanley Meyer. Mayer was "elected" to the board of Loew's, along with Samuel Briskin, at the Tomlinson-Meyer "rump" meeting last week. The elections and meeting have been branded illegal by Joseph R. Vogel, Loew's president, and an action to test their validity is pending in chancery court in Wilmington, Del.

Rogers said he had been critical "for years" of the Mayer contract settlement and had raised the subject

(*Continued on page* 2)

Bill for Extended SBA On Eisenhower's Desk

From THE DAILY Bureau

WASHINGTON, Aug. 4. — The Small Business Administration is back in business again.

The agency, which technically died last Wednesday night at midnight, has been extended by Congress for another year, until July 31, 1958. Congress also gave the agency another $75,000,000 business lending authority.

The Senate passed the bill early

(*Continued on page* 2)

PERSONAL MENTION

SIDNEY DENEAU, Paramount's Western sales manager, will return to New York today from Hollywood.

•

HARRY C. ARTHUR, president of the Southern California Theatre Owners Association, will arrive in New York today from the Coast.

•

ERIC PLESKOW, United Artists manager in Germany, has arrived in New York for a vacation.

•

AL STERN, RKO Radio publicity manager, has returned from a vacation with a fine case of poison ivy.

•

WILLIAM PIZER, head of the foreign department of Lippert Pictures, with MRS. PIZER and their son, will return to New York today from Europe.

•

HARRISON C. READER, of Peak Prods., has returned to New York from London.

•

BOB RICH, general sales manager for Associated Artists Prods., will leave here today for Los Angeles and San Francisco. LEN HAMMER, station sales coordinator, will also leave today for Los Angeles, en route to Seattle.

•

JOE FRIEDMAN, of Warner Brothers field exploitation staff, will leave here today for Marion, Ind.

Local Theatres to Show Trailer on Voting

Member theatres of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York will show a trailer beginning this week urging citizens in the metropolitan area to register now to take advantage of the easier permanent personal registration set up by the city until Aug. 28. The theatre service is being conducted at the request of the Committee on Permanent Personal Registration.

In addition theatres will distribute leaflets listing all places of registration in the city. Distribution will be through National Screen Service. A film clip prepared for telecasting via local TV stations informs the public of the availability of the voting lists at neighborhood theatres.

Loew's Profit in Slight Rise

(*Continued from page* 1)

to $2,698,261 for the similar period last year.

The current net profits, subject to year-end audit, is equal to 52 cents per share on 5,336,777 shares outstanding compared to 51 cents per share on 5,303,447 shares outstanding in the previous year.

Gross sales and operating revenue for the 40 weeks of this fiscal year amounted to $121,200,000 as against a total of $127,992,000 for the first 40 weeks of the 1955-56 fiscal year.

"The fact that the current end result is better, if only by a trifle, than that of the previous fiscal year when there was a larger gross reflects the economies put into effect since I accepted the presidency last October," Vogel said.

"However, we continue to feel the impact of pictures produced prior to my administration but which have been moving inevitably into release since then," he pointed out. "Their reception at the boxoffice has particularly affected the third quarter."

This third quarter, which ended June 6, 1957, showed gross sales of $33,952,000 as against $40,553,000 for the same period last year. The consolidated net profit for the latest quarter was only $34,017, equivalent to 1 cent per share, as compared to $808,418, or 15 cents per share, for the corresponding period in the previous fiscal year.

'U' Licenses

(*Continued from page* 1)

had been the last of the major producers to relinquish its backlog for TV exhibition.

Paramount is reported to be considering a number of offers for its pre-1948 films, and it has been indicated that a deal will be signed before the end of the year.

Screen Gems, which is wholly owned by Columbia, currently has 195 of that company's features for showing on TV. It also has films which it acquired under a consolidation with Hygo Television, a TV film distribution outlet which purchased old Columbia product.

Bill for SBA

(*Continued from page* 1)

Friday, and the House agreed later in the day, sending it to the White House.

The House had previously passed a bill making SBA a permanent agency, increasing the business loan fund $270,000,000, abolishing the loan policy board, and making other changes. This will now rest in the Senate until next year.

Argentina Tax Hike On Corkery Agenda

Robert J. Corkery, director of the Latin American division of the Motion Picture Export Association, will contact the film board in Buenos Aires to learn if a tax increase there on foreign motion pictures will affect MPEA product in that country. In addition, the matter is being investigated here by Herbert Erlanger, secretary of MPEA's foreign tax committee.

The tax, passed last week by executive decree, increased 166 times and would raise revenue per picture from $30 to $5,000. According to the official announcement, pictures from foreign countries that have reciprocal agreements with Argentina may be exempted from the tax by the National Cinematographic Institute.

Big Promotion Set for WB's 'Pajama Game'

Warner Bros. has set a merchandising campaign for "The Pajama Game," which will be released Labor Day, which will include participation of ten national advertisers who will spend upwards of two-and-a-half million dollars in advertising and promotion in connection with the picture. Companies tied in on the promotion are Weldon Pajamas, Columbia Records, American Airlines, Hotpoint Television, Hollywood Bread, Utility Air Conditioners, Contour Chairs, Wiltshire Manufacturing Co., Frank Music Co. and Nikon Cameras.

Heart Disease Fund Drive Set in Chicago

Special to THE DAILY

CHICAGO, Aug. 4.—The 1957 Collection Week of the Variety Club of Illinois on behalf of La Rabida Sanitarium will begin here Friday. Collections will be made in all Chicago motion picture theatres, and will be preceded by a filmed appeal featuring May Hartline, television star.

The film was produced by Irving Mack, president of Filmack Studios.

Justman, Roberts Join

HOLLYWOOD, Aug. 4 — Joseph Justman and Curtis Roberts have announced the formation of an independent producing company to film "Sundown at Crazy-Horse" from the Vetchell Howard novel as a high-budget Western. No distribution arrangement has been set.

Finds U. S. 'Prejudice' Vs. British Films 'Broken Down'

From THE DAILY Bureau

LONDON, Aug. 1 (By Air Mail) The chances of British pictures in United States have never been ro than now, according to MacGre Scott, general sales manager of sociated British-Pathe, on his ret here from New York. The old p judice of the American exhibi against British films is now unm takably and steadily being brok down, he added.

During his trip he closed distri tion deals with Warner Bros. for t Associated British pictures, "Th Dangerous Years" and "Woman i Dressing Gown," in the West Hemisphere and other parts of world.

Loew's Filing

(*Continued from page* 1)

seeking a court ruling that the "a pointment" of Louis B. Mayer a Sam Briskin as directors at the ru meeting last week was legal. At t same meeting, it was learned, t board, with Mayer and Briskin v ing, "appointed" Arthur B. Logan Delaware as company counsel. Thursday Logan filed a follow to t Tomlinson action by stating that his opinion the naming of the dir tors was legal.

A hearing date will be named the court after all the necessary p pers have been filed.

After the filing of Logan's acti the court said: "We will have a tr adversary in this case." That held t case open for a reply by Loew's ma agement.

Stockholders Sue Mayer

(*Continued from page* 1)

several times at annual meetings Loew's stockholders. The contra gave Mayer a percentage of the ear ings of all films produced during h regime at the M-G-M studio. T suit charges that the residual righ payments would have continued f the life of the corporation and wou have been payable to Mayer's hei even after his death. Such paymen were to continue even after his pe sonal service contract with the co pany was ended and he did nothi further to warrant the payments, was charged.

The action seeks recovery for th company.

Rogers said Mayer was served i the suit at the Hampshire House he on Friday before leaving for th Coast. The defendant has until Au 29 to answer.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

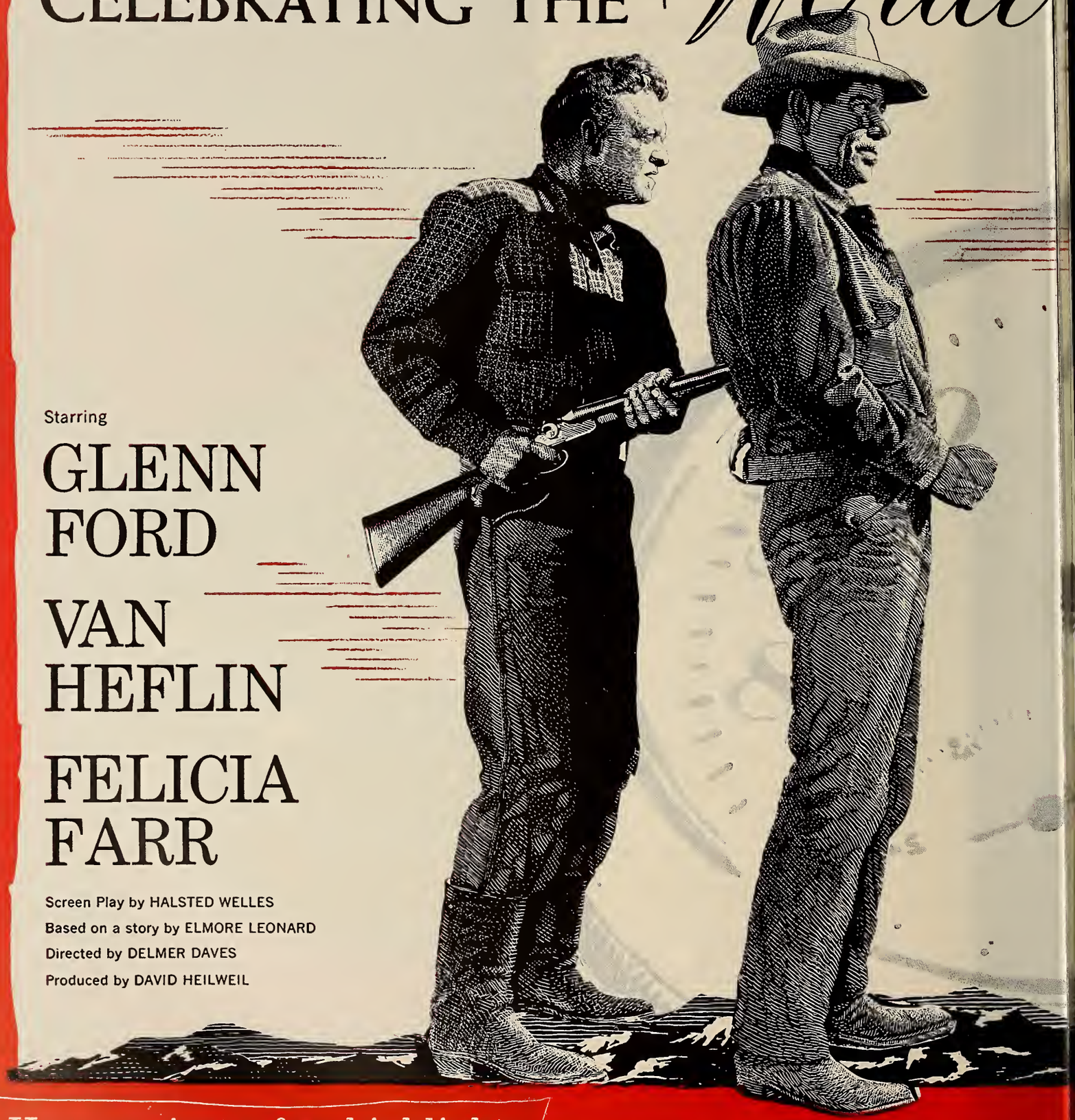
At 3:10 on August 7th

these representatives of the nation's press will be in Denver . . .

Helen Bower	Detroit Free Press
Len Boyd	Valley Times
George Christian	Houston Post
Mike Connelly	Hollywood Reporter
Bill Diehl	St. Paul Dispatch-Pioneer
Peggy Doyle	Boston American
Cyrus Durgin	Boston Globe
Hazel Flynn	Beverly Hills Citizen
Noel Francis	Cleveland News
Maurice Guillerman	New Orleans Item
Bob Hall	San Francisco Call-Bulletin
Mel Heimer	King Features
Paul Hochuli	Houston Press
Emelia Hodel	San Francisco News
Henry Humphreys	Cincinnati Times-Star
Erskine Johnson	N. E. A.
Sherwin Kane	Motion Picture Daily
Mel Konecoff	The Exhibitor
Herbert Larson	Portland Oregonian
Sam Lesner	Chicago Daily News
Theresa Loeb-Cone	Oakland Tribune
Charles McHarry	New York Daily News
Alta Maloney	Boston Traveler
Arnold Marks	Portland Journal
Ann Marsters	Chicago American
Leonard Mendlowitz	Pittsburgh Sun Telegraph
Virgil Miers	Dallas Times-Herald
Kaspar Monahan	Pittsburgh Press
Hortense Morton	San Francisco Examiner
Aline Mosby	United Press, Hollywood
Bill Mazzocco	Film Bulletin
Pat O'Haire	New York Daily News
W. A. Payne	Dallas News
Howard Pearson	The Salt Lake Desert News
Al Picoult	Harrison's Report
Lowell Ridelings	Hollywood Citizen-News
John Scott	Los Angeles Times
Joe Schoenfeld	Daily Variety
Fitzgerald Smith	N.B.C. Monitor
Jimmy Starr	Los Angeles Herald Express
Al Steen	Boxoffice
Walter Stevens	Detroit Times
Mildred Stockard	Houston Chronicle
Mary X. Sullivan	Boston Sunday Advertiser
Bob Sylvester	New York Daily News
John Vorhees	Seattle Post-Intelligencer
Danton Walker	New York Daily News
Jack Warfel	Cleveland News
Robert M. Wendlinger	The Independent Film Journal
Richard Williams	Los Angeles Mirror
Hye Bossin	Canadian FilmWeekly
Ken Johnson	Toronto Sunday Telegram
Ron Johnson	Toronto Globe-Mail
Gerald Pratley	Canadian Broadcasting Corp.
Lloyd Lockhart	Toronto Daily Star
Clyde Gilmour	Toronto Telegram



CELEBRATING THE *World*



Starring

GLENN FORD

VAN HEFLIN

FELICIA FARR

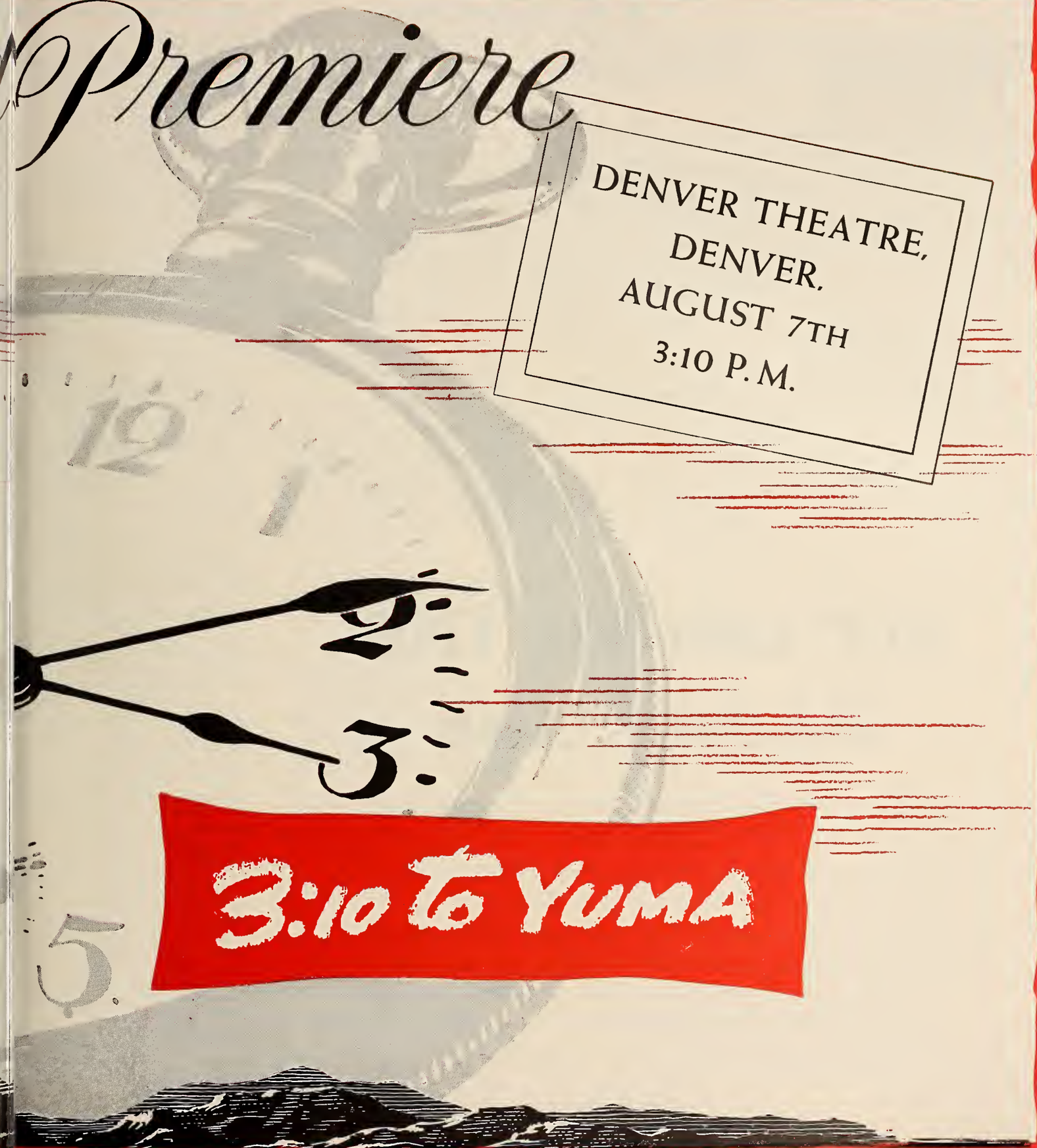
Screen Play by HALSTED WELLES
Based on a story by ELMORE LEONARD
Directed by DELMER DAVES
Produced by DAVID HEILWEIL

Here are just a few highlights of this tremendous junket:

• Multiple Personal Appearance of Stars of Film and other Hollywood celebrities! • Governor's Reception and Dinner for Stars and Key-City Critics, Syndicated Columnists and TV and Radio Personalities, Followed by Theatrical Presentation in Famed Central City Opera House! • Tremendous "3:10 Festival" Launched by All Downtown Denver Merchants, Advertised in Newspapers and on the Air! • "Oldtimers' Day"...Aimed to Attract Crowd

Premiere

DENVER THEATRE,
DENVER,
AUGUST 7TH
3:10 P.M.



3:10 to YUMA

of Half a Million! • Mammoth Stagecoach Parade of Stars and Celebrities, Culminating in Premiere! • "Denver Post" Kids Rodeo Contest, Judged by Stars of "3:10 TO YUMA!" • Champagne Supper Supper at Famed Elitch Summer-Stock Theatre, Where Leora Dana Stars!

WATCH FOR MORE NEWS ABOUT THE SUMMER'S MOST EXCITING OCCASION... FROM Columbia

PEOPLE

Samuel Cohen, foreign publicity manager for United Artists, is marking his 25th anniversary in that post.

□

Ivan F. Betts, controller of Universal Pictures' Hollywood studio, has been elected a director of the Los Angeles chapter of the Controllers Institute of America.

□

John Daugherty has resigned as manager of the Sampson-Spodik-Bialek Art Cinema, Bridgeport, Conn., to join Perakos Theatres Associates as manager of the first-run Beverly Theatre, Bridgeport. He replaces **Don E. Felix**, who has resigned to become manager of E. M. Loew's Milford (Conn.) Drive-in.

□

Dave Dash has resigned his executive post with Cornell Films. Following a short vacation he will announce his future plans.

'Worst Storm' Seen Passed

(*Continued from page* 1)

fication" by the companies of the industry.

The survey estimates that theatre attendance in 1957 will average 49,000,000 as compared with 46,500,000 in 1956. In the first half of this year attendance showed a 4 per cent year-to-year gain, it notes.

This improvement will continue, according to Value Line, due to the quality of forthcoming product. "There will be a substantially larger number of good movies available to exhibitors during the final six months of this year," it is stated.

Calls Diversification Vital

"Far more important," the survey asserts, "is the fact that the motion picture industry no longer depends solely on the production and exhibition of 'conventional' pictures. It has diversified far and wide into many enterprises unrelated to the movies—such as electronics, pharmaceutical goods, oil-drilling—in addition to investment in activities related to the amusement industry."

Observing that "idle assets are being sold," the report says that "parts of funds so received may well be invested by the companies in repurchasing their own securities."

Advantage of TV Cited

The survey comments further on sales of old films to television as well as the production of new ones for that medium. "With their reputation for quality, their position could well be further enhanced should subscription-TV prove successful."

In conclusion the survey says: "Augmented by income from more stable new sources, the earnings of the motion picture corporations will tend to be less volatile, while the per share earnings will be further increased by systematic reduction of common capitalization."

Col. Pressbook

(*Continued from page* 1)

will be at the old price of 15 cent per column. A theatreman can cut u one of the big mats without ruinin an illustration on the other side.

Paul Lazarus, vice-president i charge of advertising, has been dis cussing the changes with other execu tives for some time. It's his theory tha no new ideas have been introduce into press sheets for years.

"They are the same now as the were when I went into the busines as a press sheet editor in 1932-33 They cost Columbia about $250,00 per year," Lazarus told the press her at a conference on Friday. "We fig ure that under the new plan the cos will be about $100,000. We are tak ing this step after interviewing man exhibitors."

He Plans 'Service Manuals'

"Our press sheets hereafter wil simply be service manuals. We wil be the 'Readers Digest' in the pres sheet field."

The first picture to be given th new "forward look" press sheet, a Lazarus describes it, is "3:10 t Yuma." The cover page contains al the vital information about the pic ture—cast, credits, synopsis and offi cial billing. The three combinatio mats are on the second, third an fourth pages which unfold. The usua prepared reviews and publicity storie are on the fifth page. Ad illustration can be clipped without disturbing an ad material, so that it will not b necessary for an exhibitor to have tw copies. At present press sheet order run from 8,000 to 17,000. It is figured that with the new layout orders o approximately 8,000 will be sufficient

Exhibitors are to be asked for thei comments and suggestions.

Special Kits for Circuits

In cities where exploitation men are available, these men will be equipped with special kits for aiding campaigns. Circuits will also have a special kit service for the preparation of their own campaigns.

The new plan was introduced to the trade press with considerable ceremony. Present with Lazarus was Rube Jackter, general sales manager, who heartily approved the change and said salesmen would use the new sheets in explaining new films and their grossing potential to exhibitors. Burton E. Robbins, general sales manager for National Screen, predicted that the new combination mats would improve the service to exhibitors. Al Stefanic, of National Screen, also approved the plan.

Ernest Emerling, director of advertising and publicity for Loew's Theatres, and Blanche Livingston of RKO Theatres commended it, too.

H. S. Wyckoff Dies

NEW ORLEANS, Aug. 4.—Harold S. Wyckoff, 61, a salesman for the Paramount Film Distributing Corporation here, died suddenly of a heart attack in his office July 29.

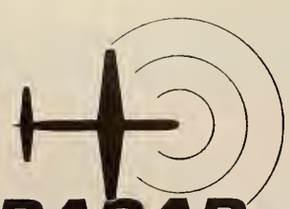
FLY UNITED, THE RADAR LINE

Here's why you enjoy smoother flights, more on-time arrivals when you fly United, the Radar Line:

Radar lets United Mainliner® pilots map the weather up to 150 miles ahead, pick the smoothest corridors of air.

United pioneered airliner radar, developed it with Radio Corporation of America. Today, United has the most radar experience and the world's largest radar fleet, with fleetwide installation now nearing completion.

For reservations, call United, or an authorized travel agent.



WORLD'S LARGEST RADAR FLEET

UNITED AIR LINES ®

Television Today

Sarnoff Hits Gould Critics

Robert Sarnoff, president of the National Broadcasting Company, Friday sent a letter to all radio-TV editors criticizing the TV industry critics who had blasted Jack Gould of the "New York Times," for a recent article describing the downbeat TV sales season.

"The facts in the article were correct," said Sarnoff. "Yet the rebuttals from some network and industry sources sought to bury these facts under an avalanche of non-responsive claims."

He said, in part:

"No responsible television executive can look you in the eye and say this has not been a hard-sell season. Network salesmen have worn out more shoe leather this selling season than at any time within my memory. There are good reasons for this. One is that many large advertisers, caught in the inflationary squeeze between higher gross sales and lower net profits, have, with their agencies, adopted a more cautious attitude toward major advertising investments in all media.

Cites 'Inflationary Pressures'

"Another is that the same inflationary pressures working on sponsors have been working on the networks in terms of increased program costs. Another is that daytime TV and special programs have become increasingly attractive buys.

"But the concept of network television as a golden goose business, the golden eggs flowing into its coffers in a placid and endless stream is no more correct than the often repeated statement that the national TV audience is declining because of low program calibre. Television networking is a free-enterprise business of enormous complexity. A newspaper or magazine, if it fails to meet its projected advertising space budget, can curtail its number of pages. A television network, sold or unsold, must program its prime viewing hours. . . .

Points to Pickup

"I think a realistic appraisal of television today might take this abbreviated form:

"Good overall economic health; problems arising from inflationary aspects of economy common to all businesses; selling market tough, somewhat spotty, but picking up hopefully."

Justice Will Press Probe of TV Networks

From THE DAILY Bureau

WASHINGTON, Aug. 4.—The Justice Department promised Congress to press ahead with an anti-trust investigation into a wide variety of television network practices.

These included "option time" and "must buy" arrangements, preferences granted by the networks to their own programs, the acquisition by networks of interests in independently-owned programs, and charges of discrimination against independent suppliers of staging services.

The promise to push ahead on these fronts was made by deputy attorney general William P. Rogers, in a letter to Senate Commerce Committee chairman Magnuson (D., Wash.). Magnuson asked Justice for a progress report on the investigation before next January.

Justice had been asked to comment on the report prepared by commerce committee special counsel Kenneth A. Cox, questioning many of the network practices.

New FCC Control Plan For Translator Stations

From THE DAILY Bureau

WASHINGTON, Aug. 4.—The Federal Communications Commission has agreed to pass on the operation of translator stations on a case-by-case basis.

The commission had earlier proposed a ruling that would have limited translator stations to areas where no regular station is operating and which would have made the translator station close when a regular station began operating. On Friday the commission said it would drop this proposal and instead decide each case in accordance with its own circumstances.

House Unit Counsel Set For the Probe of FCC

From THE DAILY Bureau

WASHINGTON, Aug. 4.—A House commerce subcommittee that will investigate the Federal Communications Commission and other federal regulatory agencies has finally picked a chief counsel—N. Y. U. law professor Bernard Schwartz. He is director of the Institute of Comparative Law at the university's School of Law and is considered a leading authority on constitutional and administrative law.

TRANSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC



EVERY DAY
ON EVERY CHANNEL
TV
BROOKS
COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

Calls Cable TV Public Utility

(*Continued from page* 1)

waves by the Federal Communications Commission, but the time is coming when exhibitor organizations will have to take a stand on the cable TV problem, Harling believes.

Mitchell Wolfson, president of Wometco and former president of Theatre Owners of America, himself the owner of a TV station, has stated that he believes an exhibitor would be committing economic suicide by attemping to supply to home coin-in-a-slot sets the same picture that he is playing in his theatre.

Consent Decrees a Factor

Harling points out that when an exhibitor buys a picture for simultaneous TV receiver and theatre use he will have to inform the distributor. This raises a question about the theatre-by-theatre, picture-by picture selling required by the consent decrees in the anti-trust suits.

So far as is known no telephone company has given an engineering estimate on the cost of installing coaxial cable or the separated wires that would be required to carry TV programs through conduits or on overhead wires strung on poles.

The nearest equivalent to this has been the central antennas set up for cities in valleys where good reception has been lacking. Private companies have erected masts on mountain tops with wire connections down the hillsides to local antenna. The connections from poles to house in Port Jervis, N. Y., were $125 with a service charge of $3.75 per month. The system is said to have started out with 1,800 subscribers. Citizens who have found their telephone bills doubled have withdrawn until between 600 or 700 are left.

Harling doesn't attempt to vouch for these figures, but he points out that subscribers who have been able to get all the network programs have found the charges a burden.

Forthcoming Bout on TNT

There is no similarity between big screen television supplied to theatres by Theatre Network Television and the proposed theatre-home toll TV test at Bartlesville, Okla. TNT will supply the Ray Robinson-Carmen Basilio championship fight to theatres Sept. 23. The organization, headed by Nathan L. Halpern, makes all the necessary wire arrangements and supplies temporary projector installations to exhibitors who do not already have them installed on a contract basis fitted to each user. No home TV is supplied.

Detroit Building Sales Involve Two Theatres

Special to THE DAILY

DETROIT Aug. 4.—Real estate transactions involving two of Detroit's largest first-run theatres were completed last week.

The United Artists Building, which covers nearly 30,000 square feet and contains the United Artists Theatre, was sold for $3,200,000 to the Detroit Automobile Exchange, which is affiliated with the Michigan AAA.

The current lease of the theatre remains unaffected and the AAA does not plan to change the name of the building.

This follows on the heels of the Bagley Corporation acquisition of the Francis Palms Building, which has in it the Palms Theatre. United Detroit had this space under lease for 30 years.

English Exhibitor Here Likes 'Clean' Theatres

David Duckworth, operator of the Duckworth Theatres, an independent circuit in England's midlands, arrived here last week to study American exhibition techniques. Duckworth said he "was tremendously impressed by the Radio City Music Hall and by the Roxy Theatre." In both instances he sensed "a general feeling of cleanliness about the theatres."

Duckworth will study local situations as far south as Texas and expects to return to England toward the end of August.

Ready H-63

(*Continued from page* 1)

Moss, executive vice-president of the Local.

The new proposals for individual companies are being prepared following a complete breakdown of talks between representatives of labor and eight motion picture distributors in which an attempt was made to establish contract negotiations on an industry-wide basis.

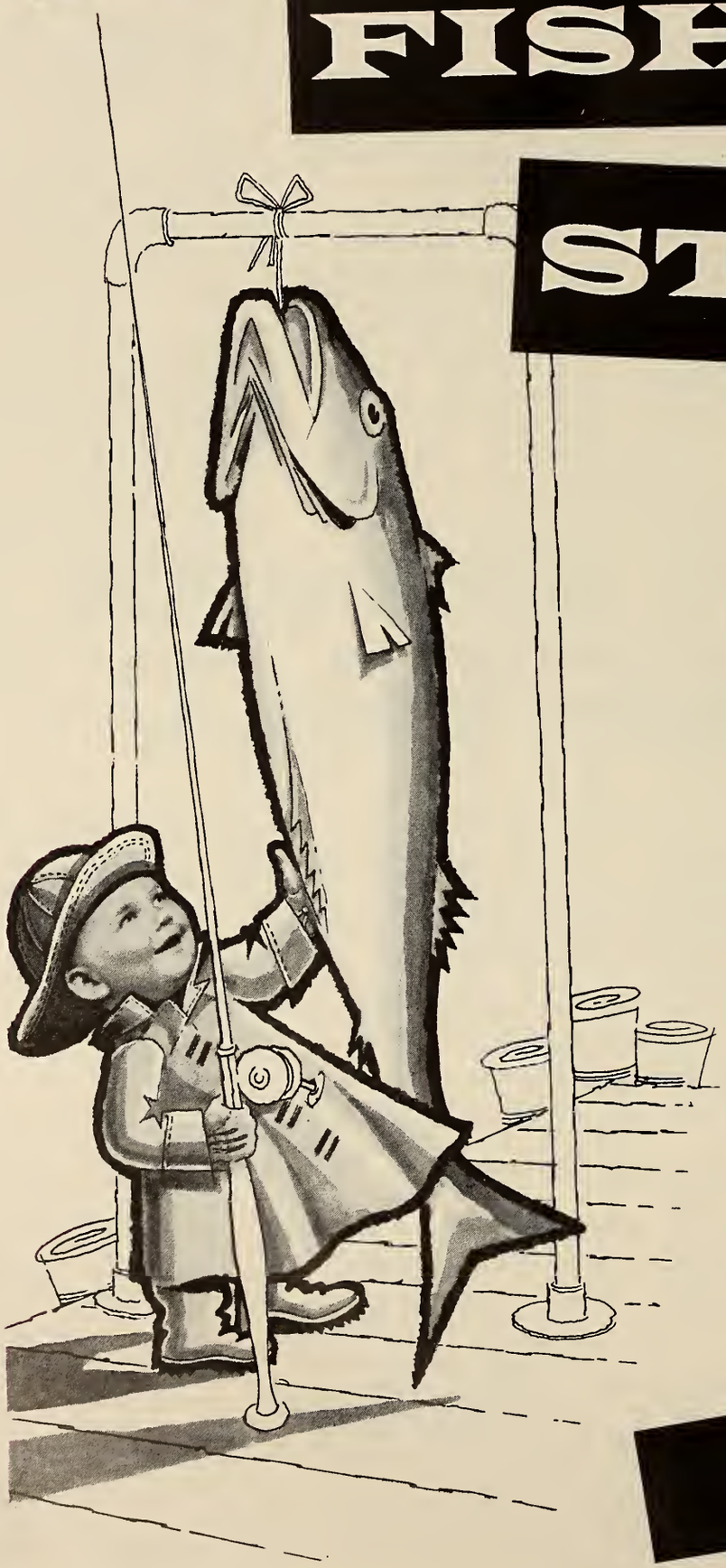
The union had expressed the hope that an industry-wide settlement could eliminate differences in wages and working conditions that now exist among various companies by standardizing hours, wages, severance pay and other items.

At the final meeting of labor and industry representatives on July 12 no agreement could be reached and the union decided to negotiate individually with each company as in the past. While the companies were willing to negotiate on a group basis on certain items, they also insisted that hours, minimum hiring scales, insurance and hospitalization be negotiated on an individual basis by the union and each company. In the opinion of the labor group this arrangement was considered unsatisfactory.

CTL Dividend 13c

OTTAWA, Aug. 4.—Consolidated Theatres, Ltd., Montreal, declared a dividend of 13 cents on class "A" stock, payable Sept. 2 to shareholders of record Aug. 1.

A FISH STORY!



This is one fish story that can easily be checked! According to the Consumer Price Index of the Bureau of Labor Statistics, U.S. Department of Labor, the price of fish, meat and poultry has risen *138* per cent since 1940!

This is a whale of a price rise when compared to the minnow-sized increases, if any, that some of you have given N.S.S. for your most reliable box office bait... trailers and accessories!

It is no fluke that the Prize Baby has held the line without a slackening of the services that exhibition needs and gets... to reel in bigger grosses at little cost!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 25 NEW YORK, U.S.A., TUESDAY, AUGUST 6, 1957 TEN CENTS

'Bargain Prices'

Arthur Urges Drastic Cuts In Admissions

Says Most Theatres Should Put Top Prices at 75c

By NORMAN MORRIS

"The way to build theatre business is to slash admission prices right across the board," according to Harry C. Arthur, president of the Southern California Theatre Owners Association. In an interview here yesterday the prominent California exhibitor said he believes the industry's business-building program can succeed only if it incorporates elements that "will generate new interest in the theatre."



Harry C. Arthur

Arthur said Hollywood must de-

(*Continued on page* 3)

Three Drive-Ins Cancel 'Portland Expose' Dates

Special to THE DAILY

PORTLAND, Ore., Aug. 5. — The booking of Allied Artists' "Portland Expose" at three suburban drive-ins on Aug. 14 has been cancelled, according to Al Foreman, owner of the theatres.

The picture is reported to deal with investigations of vice in this city. Foreman said he had decided not to play the film in his drive-ins because of its "controversial" nature. The theatres that had booked the film are the 82nd Avenue, Sandy and Family.

Television Today

Page 6

Goetz, Kerasotes Will Join Code Appeal Board

William Goetz is understood to have accepted the invitation of Eric Johnston, Motion Picture Association president, to be one of the four non-member producers to serve on the Production Code appeals board.

George Kerasotes of Springfield, Ill., a member of the board and executive committee chairman of Theatre Owners of America, is one of six exhibitors who will serve on the board. Kerasotes' acceptance reportedly went to Johnston last week. About half of the 10 new members have sent in their acceptances. MPAA directors also are members of the appeal board.

AFM Given Specific Producer Proposals

Specific proposals of the motion picture producers for terms on payments to musicians by companies whose films are sold to television were presented to representatives of the American Federation of Musicians at the continuation of talks on the subject held here Saturday. The AFM will study the proposals and report its reactions at a meeting later this week.

At the meeting on Saturday the producers were represented by Charles S. Boren, vice-president of industrial relations for the Association of Motion Picture Producers, and Al Shamie, labor counsel for the group.

A spokesman for the union ex-

(*Continued on page* 3)

Bradley, Hatch, Melniker, O'Brien

Vogel Nominates Four For Board Vacancies

To Offer Other Names Later for Action By Loew's Stockholders at Sept. 12 Meet

Names of four nominees to fill vacancies on the board of directors of Loew's, Inc., were filed yesterday with the Securities and Exchange Commission by Joseph R. Vogel, president. These will be presented to the special meeting of stockholders to be held September 12.

The nominees are:

Gen. Omar N. Bradley, chairman of the board of the Bulova Research and Development Laboratories, Inc.

Francis W. Hatch, vice-president and director of Batten, Barton, Durstine and Osborn, Inc.

Benjamin Melniker, vice-president and general counsel for Loew's, Inc. He resigned as a director last February. He has been a vice-president since February, 1956.

Robert H. O'Brien, who joined the company yesterday as financial vice-president. He has been a vice-president and director of ABC-Paramount Theatres.

Other nominees are to be pre-

(*Continued on page* 3)

Newsmen to Denver For '3:10' Premiere

Columbia Pictures personnel and a group of eastern newspaper and trade press writers will leave here by chartered plane this afternoon for Denver and the world premiere tomorrow of "3:10 to Yuma" at the Denver Theatre there.

The plane will make a stop in Chicago to pick up a big contingent of mid-west newsmen who are also making the two-day junket as guests of the company.

A continuous round of activities awaits the newsmen in Denver, which will be observing Wednesday as "3:10 Day" as proclaimed by Colorado's Gov. McNichols. The "3:10 to Yuma" premiere is part of the overall promotion Columbia is according its "Fabulous Five," a quintet of top

(*Continued on page* 2)

Stellings Wishes Vogel Good Luck at Loew's

Ernest G. Stellings, president of Theatre Owners of America, has sent congratulations to Joseph R. Vogel, president of Loew's, Inc., on his decision to call a special meeting of stockholders Sept. 12, along with an expression of the hope that he will be "completely successful" in putting the company "in the hands of experienced motion picture people."

"Loew's has always held a pre-emi-

(*Continued on page* 3)

Quake Closes 25 Theatres in Mexico City; Those Open Report Business 'Tremendous'

Special to THE DAILY

MEXICO CITY, Aug. 5—Twenty-five motion picture theatres and five legitimate houses were closed as a result of the July 28 earthquake which killed 58 persons and injured 657 others. Three houses were almost wrecked and may be razed. Most of the others were ordered closed because of lack of sufficient exits or other safety facilities.

Offices of RKO, Columbia Pictures and 20th Century-Fox, all in the same building, were closed because employes refused to work in what they called an unsafe building. The damage was confined to some fallen plaster and broken windows. Had the earthquake occurred earlier, casualties might have been heavy among the Saturday night crowds.

The original de luxe theatre, Cine Alameda, opened in 1935, was unscathed. The Alameda, with "Giant," and the Cine Variedades, with "Tammy and the Bachelor," are doing tremendous business, due in part to the drawing power of the pictures and in part to the continued closure of about 25 houses.

H-H-L Closes Dept. Headed by Golding

From THE DAILY Bureau

HOLLYWOOD, Aug. 5.—Hecht-Hill-Lancaster, who last October employed David Golding on a year's contract, which was subsequently extended, to head a publicity department

(*Continued on page* 6)

PERSONAL MENTION

NATHANIEL LAPKIN, first vice-president of Stanley Warner Corp., has left New York for the West Coast to meet with CARL DUDLEY, who is returning to Hollywood from Tahiti.

•

ALFRED CROWN, executive vice-president of Barbizon Prods., left New York yesterday for London via B.O.A.C.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, left here yesterday for New Orleans.

•

NORMAN E. GLUCK, in charge of television for Universal Pictures, will leave New York tomorrow for Hollywood.

•

JOSEPH BELLFORT, general European manager for RKO Radio Pictures, Ltd., will return to New York from Le Havre today aboard the "Ile de France."

•

SAMUEL J. FRIEDMAN, of Bill Doll & Co., publicists for "Around the World in 80 Days," was in Hartford yesterday from New York.

•

JAMES DE JULIO, of the Columbia Pictures production staff, left here yesterday for London via B.O.A.C.

•

MARTIN JUROW, of the newly-formed Jurow-Shepherd Prods., has arrived in New York from the Coast.

•

CARROLL L. PUCIATO, president of Carroll Pictures, left here yesterday for Hollywood.

•

CHARLES C. "BUD" BARRY, M-G-M vice-president in charge of TV activities, returned to New York yesterday from Europe.

Report 'Eagels' Strong

Columbia's "Jeanne Eagels" was reported yesterday by the company to be off to a fast start in key city openings over the weekend, in each case topping or equalling "The Eddy Duchin Story." In its first three days at the Beach Theatre, Atlantic City, it took in $5,400; Trans-Lux, Washington, $6,200; St. Francis, San Francisco, $9,100; and Hippodrome, Cleveland, $12,900. In Philadelphia at the Mastbaum it equalled "Duchin" at $11,200.

Newsmen To See '3:10' Bow

(*Continued from page* 1)

pictures to be released in the latter part of 1957.

Heading the Columbia contingent will be general sales manager Rube Jackter, vice-president Paul N. Lazarus, Jr., and the latter's executive assistant, Jonas Rosenfield, Jr. Also aboard will be assistant publicity manager Carl Winston and publicist Marty Blau.

Newsmen leaving from New York include Maurice Guillerman, New Orleans Item; Gerald Pratley, Canadian Broadcasting Company; Ron Johnson, Toronto Globe & Mail; Ken Johnson, Toronto Sunday Telegram; Lloyd Lockhart, Toronto Daily Star; Clyde Gilmour, Toronto Telegram; Marjory Adams, Boston Globe; Peggy Doyle, Boston American; Mary X. Sullivan, Boston Sunday Advertiser: Alta Maloney, Boston Traveller; Danton Walker, syndicated columnist; Charles McHarry and Pat O'Haire, New York Daily News; Mel Heimer, King Features syndicate and Fitzgerald Smith, National Broadcasting Company.

Trade press personnel on the chartered flight will include Patti Alicoate, Film Daily, Sherwin Kane, MOTION PICTURE DAILY and Motion Picture Herald; Al Steen, Boxoffice; Mel Konecoff, Exhibitor; Robert Wendlinger, Independent Film Journal; Al Picoult, Harrison's Reports; Bill Mazzocco, Film Bulletin and Hye Bossin, Canadian Film Weekly.

Goldwyn Lawyer Slates Mary Pickford Today

Special to THE DAILY

SAN FRANCISCO, Aug. 5 — Mary Pickford is scheduled to appear tomorrow on Samuel Goldwyn's team in the producer's anti-trust Federal court contest against Fox West Coast Theatres, National Theatres and other defendants.

J. L. Alioto, lawyer for Goldwyn, went out of his way to explain that America's former film sweetheart will take the stand on Wednesday as a "voluntary witness" in the producer's suit. Alioto pointed out Miss Pickford was not subpoenaed.

Court room reporters with long memories recalled that Miss Pickford once sued Samuel Goldwyn and then the reporters started laying bets she is not coming to San Francisco at this time.

If Miss Pickford appears, she will interrupt testimony by Bert Pirosh chief FWC film buyer who had a rough time today under questioning by Alioto. Pirosh admitted he made product dividing deals with FWC with apparent disregard for the Department of Justice.

Justice Not Advised

A possibility that Justice might be drawn into the case developed during the questioning. Pirosh testified he did not advise the government agency of his various product dividing deals with independent exhibitors because "I did not think it was of any interest to the Department of Justice."

The apparent point of Goldwyn's attorney's questioning was to bring out close working arrangements with FWC competitors to eliminate competition in buying product.

Pirosh also testified he made a trip to Seattle with Edwin Zabel, Fox film buyer, where he concluded a deal with local distributor William Edris, which resulted in the allocation of product of all distributors in Seattle.

West Memphis, Ark. Bans 'Island in Sun'

Special to THE DAILY

MEMPHIS, Aug. 5.—"Island in the Sun" was banned in West Memphis, Ark., today. The 20th-Fox film had previously been banned by censors in Memphis. It had been booked by the Avon Theatre and Sunset Drive-In in West Memphis to run simultaneously Aug. 10.

Citizens called on Mayor Price and the city council last week to protest. The film was screened for the officials of the Arkansas city just across the river from Memphis. Today they voted to ask the theatres not to show it.

M. A. Lightman, Sr., owner of Avon, and B. W. McKinney, Sunset manager, met with the citizens and agreed if the city officials voted to ban it they would make no effort to show it.

Railroad Car Interviews Set for Jayne Mansfield

Jayne Mansfield, star of 20th Century-Fox's "Will Success Spoil Rock Hunter," will leave New York this morning aboard a private car of the Pennsylvania Railroad and will head for Washington, with stops en route at Newark, Trenton, Philadelphia, Wilmington and Baltimore. At each stop, leading press, radio and TV representatives will board the car and travel with the star to the next city, obtaining promotional stories and photos en route.

Miss Mansfield will make a similar trek tomorrow, that time from New York to Boston, with stops at New Haven, New London and Providence. The actress currently is on a 35-city tour of U. S. and Canadian cities heralding the CinemaScope feature.

N. C. Town Repeals Sunday Films Ban

Special to THE DAILY

FOREST CITY, N. C., Aug. 5.—A ordinance banning Sunday mov within the city has been repealed the Forest City Town Board, follo ing a three-hour session. The vote w 3-2.

A petition was presented by theat owner J. W. Griffin, Jr., and his a torney, J. Nat Hamrick, containi 462 names requesting Sunday movi Previously it had been established the Board that 421 names would required to call for an election to r peal the ordinance.

The three aldermen voting to repe the ordinance stated they favored vote on all Sunday amusements— keep all or ban all.

Heller Earnings

CHICAGO, Aug. 5.—Net earnin of Walter E. Heller & Company we $1,486,766 after taxes in the s months ended June 30, 1957, com pared with $1,519,661 in the sam period a year ago, Walter E. Helle president, reported today.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

William Perlberg, producer, has accepted the State Department's bid to represent the motion picture industry and the U. S. at the Venice Film Festival later this month.

□

Elmer Pickard, veteran manager for Stanley Warner Theatres in Philadelphia, is leaving his post at the Mastbaum Theatre there to enter the art supply business.

□

J. B. Zantman, since 1949 chairman of the board and general manager of Java Cinemas, Ltd., has been named branch manager of 20th Century-Fox's new office in Saigon, Vietnam.

□

William Murphy, assistant manager of the downtown Allyn Theatre, Hartford, has resigned. He will announce new industry affiliation following a Vermont vacation.

□

Earl Wilson, of the "New York Post," and Allen M. Widem, of the Hartford Times," will address the annual "Crackerbarrel Americana" Cultural Symposium at the Lake Tarleton Club, Pike, N. H., late this month.

Two Reade Theatres Up for Auctioning

Special to THE DAILY

ALBANY, N. Y., Aug. 5—The auctioning of two more Walter Reade properties, the Warren Theatre in Hudson and the Orpheum Theatre in Kingston, is scheduled this week. The 700-seat Warren, currently closed, will be auctioned tomorrow, while the 800-seat Orpheum, also dark, is up for bids Wednesday morning. In both cities, Walter Reade, Jr., operates other houses: The Community in Hudson; the Community (formerly the Broadway), the Kingston and 9-W Drive-in, in Kingston.

Joseph P. Day, Inc., of New York, will also auction the Reade - owned Congress Theatre and the Community Court Motel in Saratoga, Saturday morning on the premises.

Balaban, Handy Sign for 'St. Louis Blues'

Paramount will film the life story of W. C. Handy, composer of "The St. Louis Blues," one of the most famous tunes in jazz history. An agreement was signed at the weekend by Barney Balaban, Paramount pictures president, and Handy.

The picture will be titled "St. Louis Blues." Nat King Cole has been signed for the starring role and Robert Smith will be the producer. No director has been chosen as yet.

Arthur Urges Drastic Cuts in Admissions

(*Continued from page* 1)

velop what he calls "tie-ins" with the business program. He cited as an example of a "tie-in" tours of Hollywood stars to stimulate added interest in community theatres.

Nevertheless, he stressed, the biggest factor in increasing the flux of patrons into the theatre today would be an immediate reduction in the price of admissions. Arthur said that, with few exceptions, he can see no reason for a house to charge more than 75 cents. Since 1948, he pointed out, theatrical attendance has gone steadily down while admission prices have continually surged upward. Certainly, Arthur said, such price reductions should at least be in effect during the entire business-building campaign. "This is truly the way to recondition the public's habits and send them back to the theatre in droves," he said.

Arthur also believes the theatres themselves are responsible for "driving away the very audiences they need." He referred to children and young adults who do not have the means to pay the high cost of admission tickets regularly. This group, he said, comprises 65 to 75 per cent of the theatre-going public. The remaining 25 to 35 per cent comprise the older people who "have less and less inclination to attend theatres regularly." Arthur pointed out that the success of the drive-ins is due largely to their "bargain prices" and many "extras" that they have to offer young people.

Theatre business generally is "only fair" these days, Arthur said, but several extraordinary spurts in attendance are due to good product. "It isn't the block-busters that we need," he said, "because they are pictures in a class by themselves. But what we do need is just 'good pictures' to bring people out."

Arthur pointed to the recent influx of good British mysteries as an example of product that stimulates audience attendance. What we could use, he added, is wider distribution of such product.

Commenting on the recent industry arbitration talks, Arthur said the SCTOA has refused to send representatives because it has no confidence that any workable arrangements will be arrived at.

"Any group that will not discuss sales policies, availabilities, road shows, etc., is just skirting around the main issue," he said.

Change at Loew's Would Be 'Deplorable' Says Arthur

Any change in the present management of Loew's, Inc. would be "deplorable," Harry C. Arthur, president of the Southern California Theatre Owners Association, said here yesterday.

"Joseph R. Vogel is a very capable man," Arthur added, "and he should be given every chance to run his company as he sees fit."

E. G. Stellings

(*Continued from page* 1)

nent position in this industry," Stellings wrote, "and it is the considered opinion of TOA and the thousands of theatres it represents, that only through the operation of this company by experienced industry personnel, can it be brought back to its rightful and preeminent position. It is most important, not only to stockholders, but the industry as a whole, that Loew's regain its position of leadership.

Cites Essentiality of Experience

"We feel that the necessary progress cannot be made by inexperienced financial people, but must come from the constructive and continuous work of personnel, who not only know the company and the industry, but also who have its interests at heart. We sincerely hope that you are successful in the aggressive action that you are taking. Our association and all exhibitors have a great stake in this fight. We wish you well."

AFM Is Given

(*Continued from page* 1)

pressed optimism yesterday on results of the sessions so far and said the point appears near "where each side is beginning to understand the other's needs."

Manko Expands

Manko Fabrics, Inc., has leased the corner store at 45 St. and 9th Ave., in the Film Center Building here. The purpose of the move, according to Sid Manko, president, is to expand the theatre seat division. A new theatre chair renovating service has been added to present seat cover business.

MPA Group Attends Special Business Meet

Paul Lazarus, new chairman of the advertising and publicity directors committee of the Motion Picture Association of America, called a special subcommittee into session late yesterday to discuss plans for campaigns of major import that would in time be integrated into the business-building program.

Preliminary in Character

A spokesman for the MPAA pointed out that the meeting was a preliminary one and that its discussions would be reported to the full advertising and publicity directors committee. Those who attended included Harry Goldberg, Harry Mandel, Ernest Emerling, Charles McCarthy, and Oscar Doob.

Vincent Hart Dies; Former Censor Attorney

Special to THE DAILY

MIAMI BEACH, Fla., Aug. 5. — Vincent G. Hart, former attorney who specialized at one period in his career in motion picture censorship matters, was killed here Saturday when his automobile overturned on the Sunshine State Parkway. A resident of West Palm Beach, he had been conducting a nightly newsprogram over station WPTV in that city.

From 1930 to 1939 Hart was assistant to the general counsel and production code administrator of the Motion Picture Producers and Distributors of America. Prior to that he had been assistant to the general counsel of Fox Film Corp. He also at one time served as a special attorney general in New York State, where he was in charge of assembling evidence and prosecuting racket cases.

Vogel Names

(*Continued from page* 1)

sented later. The call for the stockholders' meeting next month specifies that they will be asked to oust Joseph Tomlinson and Stanley Meyer as directors and at the same time increase the size of the board from 13 to 19. If the ouster of Tomlinson and Meyer is successful and the board is increased to 19, eight more nominees will have to be presented.

'Appointments' Ignored

Vogel has ignored the "appointment" of Louis B. Mayer and Samuel J. Briskin as directors at Tomlinson's "rump" meeting last week.

On the present board are: Vogel, Tomlinson, Meyer, George L. Killion, chairman of the executive committee; William A. Parker, John L. Sullivan, Louis A. Johnson, K. T. Keller and Ray Lawson.

Tomlinson, Keller, Lawson, Meyer and Johnson attended the "rump" session held last week.

In a day or two it is expected that an answer will be filed in the Chancery Court at Wilmington to the Tomlinson forces request that their naming of Mayer and Briskin as directors be recognized as legal.

De Forest 'Resting Well'

HOLLYWOOD, Aug. 5. — Dr. Lee De Forest, electronics pioneer, was reported to be resting comfortably at his home here today following a minor heart attack late last week.

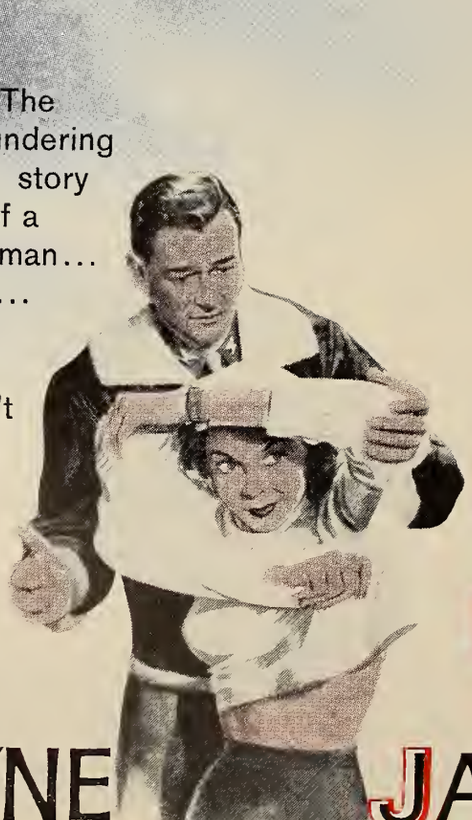
'Battle' to Mayfair

Distributors Corporation of America's "Battle Hell" has been booked at Brandt's Mayfair Theatre here to open Aug. 21.

EARTH-SHAKING···SKY-SHATTERIN

SO GREAT-ONLY THE GREAT "H

The thundering story of a man... a jet... and a woman he couldn't forget!



HOWARD HUGHES

JET

starring

JOHN WAYNE

JANET LEIGH

TECHNICOLOR®

with JAY C. FLIPPEN · PAUL FIX



AVAILABLE STARTING SEPTEMBER 19

RKO RADIO PICTURES

Released by UNIVERSAL-INTERNATIONAL

THE UNITED STATES AIR FORCE

ANS CONREID • Directed by JOSEF von STERNBERG • Written and Produced by JULES FURTHMAN

Television Today

Authorize WJZ for WBC in Baltimore

The Federal Communications Commission Friday authorized the use of the call letters, WJZ, once associated with one of the nation's pioneer radio stations, for Westinghouse Broadcasting Company's new TV outlet in Baltimore. Early in September WAAM Baltimore will become WJZ-TV.

The call letters WJZ were first assigned to the third Westinghouse radio station which went on the air in 1921 in New York City. Also last week, Westinghouse announced that Joseph P. Dougherty has been appointed sales manager of the Baltimore station.

Closed Circuit TV Going Into Indianapolis Hotel

Special to THE DAILY

INDIANAPOLIS, Aug. 5.—Closed circuit television facilities are being installed in the Marott Hotel on the north side. The system is being installed by Admiral Television at an estimated cost of over $50,000 for the purpose of attracting more conventions.

There also will be large-screen receivers in all public rooms connected with a balanced amplified central antenna system. Twenty-one inch screen receivers are being installed in 300 transient rooms, and a color set will be installed in the bar.

Pick-up of sports events and other entertainment features is contemplated, according to Palmer Suddaby, general supervisor.

On NTA Board

Harold Kovner, New York City business executive, and Joseph H. Moskowitz, vice-president of Twentieth Century-Fox, have been appointed to the board of directors of the NTA Film Network, Inc.

Shenandoah Valley Folk

Oops! we forgot in describing on Friday the selling device (a topographic map) president Hamilton Shea and chief engineer Warren Braun brought to New York—to mention their station. It's Station WSVA, Harrisonburg, Va.

Sylvania to Preview 'Real McCoys' Show

Sylvania Electric Products, Inc., has scheduled some 50 "open houses" throughout the United States and Hawaii this month to acquaint its dealers and distributors with "The Real McCoys," which will start on ABC-TV Oct. 3 under Sylvania sponsorship.

Previews will utilize copies of the show's pilot film. Walter Brennan stars in the series, described as one of the company's major advertising efforts for the 1957-58 season. It will be seen on Thursday nights 8:30-9, EDT.

S. F. Officials Urged 'Study Pay-TV Carefully'

Officials of 17 municipal governments in the San Francisco Bay area, where pay - television franchises are being sought, received a letter last week from Bruce Poyer, executive secretary of the San Francisco local of the American Federation of Radio and Television Artists, urging them to study all aspects of toll-TV carefully before making decisions.

Follows National Action

The action taken by the San Francisco local of AFTRA followed closely that taken two weeks ago by the national convention of AFTRA held in the same city. At the convention a resolution was passed recommending to labor, industry and Congress that "an immediate and thorough investigation by a proper governmental agency be made of all proposed pay-television systems to ascertain its present and future impacts on the people of the U. S."

Elliman Abbey Play Sold to RKO Teleradio

Special to THE DAILY

DUBLIN, Aug. 5. — Dublin Film and Television Productions, Ltd., has sold its show "Professor Tim" to RKO Teleradio and has contracted to produce 12 more Abbey Theatre successes, using Abbey players, it has been announced by Louis Elliman, head of the company. Elliman also said that the first Irish production studio, Ardmore Studios (Ireland), Ltd., would be in operation by December. Elliman and Emmet Dalton are directors of Ardmore.

REVIEW:

Omar Khayyam

Paramount—VistaVision

AN ELABORATE, lush and excitingly colorful version of the life of Om Khayyam, poet, scholar and astronomer, has been fashioned by pr ducer Frank Freeman, Jr., director William Dieterle and writer Bar Lyndon in such a way as to please the majority of audiences. Actual the "life" in this instance is merely a single phase and that obvious more fiction than fact. But the costume, settings and backgrounds lo authentic enough and are stunning to boot. In addition, a fairly go marquee cast headed by Cornel Wilde as the legendary hero assur a good return at the box office.

The story concocted by Lyndon has Wilde as a Persian free think in the days when such unconventional attitudes were verboten. He desperately but vainly in love with Debra Paget as she is schedul as the next addition to the Shah's harem. Omar becomes part of t Shah's court, however, when his lifelong friend, Michael Rennie, pe suades him to make use of his many talents for the benefit of his countr

The Shah has his share of troubles, too, as the Byzantines threat to overrun Persia and a fanatical cult known as the Assassins are pr paring to take over the leadership. The Byzantines are routed with t aid of Wilde's clever strategy but the Assassins, actually ruled by Re nie, are much more difficult to discover, let alone defeat. But Oma abetted by his faithful slave girl and his knowledge of science, eve tually rids Persia of the group of terrorists and regains Miss Paget the Shah is conveniently killed in battle.

Unfortunately the picture relies too much on talk and not enough o action which is surprising considering the many opportunities to use t latter. However, some suspense is generated by the appearance of t Assassins and there is a wild and exciting climax before peace is restore

Wilde makes a fine looking Omar although his grieving over t temporary loss of his great love resembles nothing worse than mild i digestion. Rennie gives the best performance as the unctuous villa while Miss Paget has virtually nothing to do but look beautiful. Ra mond Massey plays the Shah, John Derek his favorite son and Margar Hayes his scheming Queen. Yma Sumac trills a few notes every no and then while a newcomer, Joan Taylor, is rather good as Wilde loving slave. "Omar Khayyam," unlike its namesake, cannot be take seriously, but it's a lot of fun within the area of derring-do adventur Running time, 101 minutes. General classification. Release, in Augus

JAY REME

Texas Groups Oppose Carrier Rate Increase

Special to THE DAILY

AUSTIN, Tex., Aug. 5.—The Texas Drive-in Theatre Owners Association has advised the Texas Film Carriers that it is strongly opposed to any increase in carrier rates at this time. The exhibitors' position was made known by Eddie Joseph, president, at a second meeting here requested by the carriers to discuss their proposal for such an increase. The meeting was also attended by representatives of Texas COMPO.

The film carriers agreed to take their proposed rate increase schedule back for revision and then resubmit it to the two organizations for further consideration.

H-H-L Closes

(*Continued from page* 1)

long regarded as the most active main tained by any independent producin company, dismissed the entire depart ment personnel on Saturday effectiv immediately.

Golding, whose contract was ex tended last March to run a year be yond its expiration next October, tol MOTION PICTURE DAILY today, "Thi action came as a complete surprise t me." Jack Cooper and Eric Skolsky publicists, who had been members o the publicity department when Gold ing took over and had continued un der his directorship, also were termi nated Saturday.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT 321 West 54th Street New York 19 New York

GEVAERT 150 No. Wacker Drive Chicago 6 Illinois

GEVAERT 6370 Santa Monica Blvd. Los Angeles 38 California

GEVAERT 9109 Sovereign Row Dallas Texas

GEVAERT (CANADA) LIMITED 345 Adelaide St., West Toronto 2-B Ontario

Professional MOTION PICTURE FILMS *release positive*

Motion Picture Daily Feature Reviews

My Gun Is Quick

United Artists

HOLLYWOOD, Aug. 5

Since the followers of the Mickey Spillane works of fiction undoubtedly know his name better than they know the names of the cast of this production of a Spillane novel, probably the best way to promote the film is to bill his name over everything else. The other name with recognition value is that of the distinguished Victor Saville, who produces (presents is the word on the main title) the Spillane films for reasons akin to the entertainment a Spillane fan gets out of seeing them. "My Gun Is Quick" stacks up as regular Spillane material, possibly a bit less bloody and lethal than most of his creations, but not very much so.

This time the key character, Mike Hammer is portrayed by Robert Bray, a newcomer with a nice sense of values and good timing. His performance of the role makes Hammer look more plausible than Spillane writes him, and this may make the difference in favor of this Spillane job with the informed audience. He heads up a cast composed of players no better known on the billboards than he—Whitney Blake, Don Randolph, Richard Garland, Fred Essler, Pamela Duncan, and others.

The screenplay by Richard Powell and Richard Collins, as produced and directed by George A. White and Phil Victor, opens with Mike plunging accidentally into a new crime by befriending a penniless girl he meets in a cheap restaurant. He's barely back in his office when police call him in to tell him the girl's been found dead with his name and some money in her purse but without a unique ring she'd been wearing when he met her. He sets out to find out about her and the ring and the killing and the finding out involves a dismaying motor chase along Hollywood's famed freeway, a disastrous acquaintanceship with a Mexican strip dancer, two Spillane - type beatings from thugs employed by thugs, seven killings, about evenly divided among the goodies and the baddies, and countless close calls of assorted kinds. He winds up by bringing in the prettiest criminal in the cast and, of course, the jewels everybody's been after all along. Running time, 88 minutes. Adult classification. Release, in August.

WILLIAM R. WEAVER

Comments After a Visit To Will Rogers Hospital

"I wish that all of the managers in Memphis could have heard Dick Frank's talk when we visited the Will Rogers Hospital. Frank was the branch manager of Paramount in Indianapolis, and he is now confined in the hospital with TB. The talk that he gave was so impressive and so close to home that it would have done much good for all showmen to hear it. The Will Rogers Memorial Hospital to me has now been brought very close to home by Dick's confinement there. I know that this year I will fully realize more than ever before the responsibility that is ours and more fully realize what Will Rogers means to each of us, personally." — ***Howard Nicholson, Paramount Pictures. Memphis. Tenn.***

The Fuzzy Pink Nightgown

Russ-Field—UA

Jane Russell in "The Fuzzy Pink Nightgown" provides fine marquee lettering and advertising copy for a romantic comedy-melodrama about a star, who disappears on the opening night of her new picture, "The Kidnaped Bride." The nightgown is only an incidental prop in a galloping story of a real kidnaping. Miss Russell and her producers know that nobody will ever believe her disappearance has not been a staged publicity stunt, so all concerned try to keep the matter a secret, including the kidnapers, of course.

The hideaway is a Pacific Coast bungalow where the abductors, Keenan Wynn and Ralph Meeker, both fall in love with the star and give Fred Clark (as a detective) a runaround.

In the opening scenes Miss Russell wears a blonde wig as the star in the "Bride" picture. Therefore, nobody recognizes her when she joins in trying to conceal her identity by removing it. Adolphe Menjou appears as a film producer and contributes to the general tension.

A highlight scene takes place when Miss Russell wraps the wig around an ash tray and conks the detective, so she and Wynn can steal his car for a wild ride to the airport. It's light entertainment with enough sex lure and fast action to make it appeal to both the younger set and the adults who will remember several of the cast names, including Una Merkel and Benay Venuta. Norman Taurog directed. Running time, 87 minutes. General classification. Release, in August.

JAMES M. JERAULD

No Time to Be Young

Columbia

HOLLYWOOD, Aug. 5

Newcomer Robert Vaughn plays the top role in this three - pronged melodrama probing the circumstances and possible causes explaining the deep troubles surrounding a group of young people who fail to cope with conditions confronting them. The cast is made up of players in the "new faces" category, which places the burden of promotion on title and topic.

The time is now, the place a large city, and the central character, played with snap and vigor by Vaughn, is a college student who, living with his divorced mother and carrying on an affair with a widowed faculty member, fails in his studies and thus becomes eligible for military draft. Fearing military service, he persuades two young friends of his, each of whom are similarly incapable of coping with other problems facing them, to join him in a stick-up of a super-market.

This undertaking ends disastrously for all three and fatally for Vaughn. (The problems faced by Vaughn's pals, each of which is explored as fully as his, are results of a secret marriage under misrepresentation and, in the second instance, responsibility for costs of hospitalizing a girl injured in the course of a drinking spree).

The script by John McPartland and Raphael Hayes, based on a story by the former, traces the three prongs of the plot slowly and clearly, without underscoring conclusions, to the point where the robbery is undertaken, and speeds on from there to the end. Wallace MacDonald produced the picture. David Rich directed.

Running time, 81 minutes. Adult classification. Release, in August.

W.R.W.

The Young Don't Cry

Columbia—Melodrama

HOLLYWOOD, Aug. 5

In a grim melodrama built around "man's inhumanity to man," producer Philip A. Waxman here probes deeply the practice of road-gang punishment for felons and the evils of graft-ridden orphanage management in a certain Southern state. Using an uncompromising script by Richard Jessup, based on a novel by himself, producer Waxman and director Alfred L. Werker depict in terms of violence and cruelty the greedy emotions and the acts of brutality that distort and defeat the aims of justice and rehabilitation. With Sal Mineo, James Whitmore and J. Carrol Naish heading up their cast, they have supplied exhibitors with a powerful presentation of an extremely unpleasant story.

Sal Mineo portrays with his usual proficiency an orphan boy whose unwillingness to stand by while another adolescent orphan beats up a juvenile gets him into disfavor with the orphanage manager and the stooge of a former inmate, now grown to affluent gangsterhood, whose largess makes the manager's job rewarding. On his way to a neighboring river to work on a boat he is building, Mineo meets Whitmore, a road-gang convict, who saves his life. Later on, when Whitmore has learned that the boy has a boat, and has worked out a means of escape which includes killing his guard, the convict forces the boy to aid him in a flight by boat from pursuing law men and bloodhounds.

When a police bullet wounds Whitmore, without the policeman's knowledge, the convict makes the orphan boy promise to keep his secret and sinks to his death in the water. Police capture the boy and one of them beats him mercilessly to make him tell what became of the convict. The picture is unrelenting in its emphasis on the injustice and dishonesty of the institutional officials represented, and contains no contrasting humor.

Running time, 89 minutes. Adult classification. Release, in August.

W.R.W.



ARMORED ATTACK! BATTLE STRIPE

Sensational Showmanship Package Smashes

Records in Opening Engagement at Fabian's Fox, Brooklyn!

Look at the record!

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

1201

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA001 PD=EB NEW YORK NY 2 1022AME= 1957 AUG 2 AM 10 25

AL SCHWALBERG=
NTA PICTURES 745 FIFTH AVE NYK=

CONGRATULATIONS. ARMORED ATTACK AND BATTLE STRIPE AT FABIAN FOX BROOKLYN TURNED IN BIGGEST THREE DAY NON-HOLIDAY WEEKEND IN LAST TWELVE MONTHS. AUDIENCE REACTION TERRIFIC. GIVE US MORE. BEST REGARDS=
ED FABIAN=

(And this in the face of the worst heat wave of the summer!)

What this SHOWMANSHIP PACKAGE did for the FOX, Brooklyn, it will do for you!

Look at the ads!



NEW PRINTS!
NEW ACCESSORIES!

Write, wire, call – A. W. Schwalberg, NTA Pictures, 745 Fifth Avenue, New York 22, N.Y. Plaza 7-210(

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 26 NEW YORK, U.S.A., WEDNESDAY, AUGUST 7, 1957 TEN CENTS

Experiment

Art Theatre Is Opened in Shop Center

Long Island Welcomes New Rugoff-Becker Operation

North Shore Long Island society and a large group of industry personalities turned out last night for the opening of the first art theatre located in a shopping center—the Cinema, a 300-seat modern type architecture house. It will have an "art" policy for both imported and American art films.

Rugoff and Becker, operators of the Sutton, Beekman, Art, Gramercy, 8th Street Playhouse, Fifth Avenue Cine-

(*Continued on page 4*)

Atlas to Offer 400,000 Disney Common Shares

Atlas Corp. has announced that it proposes to make a secondary offering of 400,000 shares of Walt Disney Productions common stock late this month. It is expected that the offering will be made through a nationwide underwriting group headed by Goldman, Sachs & Co., Lehman Brothers and Kidder, Peabody & Co.

A registration statement covering

(*Continued on page 2*)

Skiatron Hits Pay-TV Plea of FWC-Telemeter

From THE DAILY Bureau

HOLLYWOOD, Aug. 6 — Attorneys for Skiatron, Inc., today filed a protest with the Los Angeles Public Utilities and Transportation Board against approving the joint application by Fox West Coast Theatres and Telemeter, Inc., for a franchise covering the installation and operation of

(*Continued on page 2*)

Television Today

Page 4

No Telemovie Solicitation Until After Demonstrations

Special to THE DAILY

OKLAHOMA CITY, Okla., Aug. 6—No subscriptions will be solicited for telemovies among the citizens of Bartlesville, Okla., until prospective customers have had a chance to see demonstrations in coming weeks, C. O. Fulgham, vice-president of Video Theatres and executive of Video's subsidiary, the Vumore Co., has reported here. The first trial of telemovies is scheduled to get underway in Bartlesville in September.

If the test pans out as hoped, Vumore is ready to expand, according to Fulgham. Cable installation permits have been granted by 35 cities in Oklahoma, Texas, and New Mexico.

Cantor Buys 9,000 Shares of NT Common

From THE DAILY Bureau

WASHINGTON, Aug. 6.—Gerald B. Cantor bought 9,000 shares of National Theatres common in June, boosting his holdings to 35,000 shares, according to the latest report of the Securities and Exchange Commission.

The report, covering transactions by officers and directors between June 10 and July 10, also showed that Norton V. Ritchey sold 6,000 shares of Allied Artists common, dropping his total to 3,249.

At American Broadcasting - Paramount Theatres, Robert H. O'Brien and Herbert B. Lazarus each sold 500 shares, leaving 5,100 and 1,000, re-

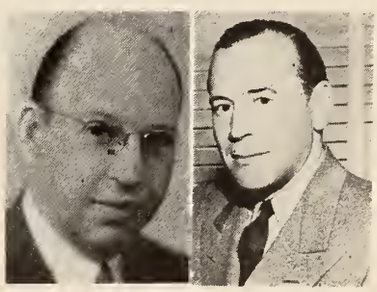
(*Continued on page 5*)

Helen Hayes First Woman Nominated

Vogel Registers 8 More Names for Bd.

Additions Complete Loew Management Slate for New Independent Directorate

Eight additional nominees for the Loew's, Inc., board of directors were announced yesterday by Joseph R. Vogel, president, to be voted on at the special stockholders meeting September 12. The new names are in addition to four announced Monday. The first four were to fill vacancies on the board. The additional names are intended to increase the board from 13



George Muchnic Benjamin Thau

to 19 members, if the stockholders approve. The names filed yesterday with the Securities and Exchange Commission are:

Helen Hayes, honorary president of the American National Theatre and Academy.

Bennett Cerf, president, Random

(*Continued on page 2*)

Rogers Drive Begins Today

The Will Rogers Hospital audience collections across the country officially open today with 3168 theatres, composed of 126 circuits and independents, pledged to participate. Indications are that when the campaign reaches its full momentum it will be ahead by a wide margin of any sim-

(*Continued on page 5*)

Marcus 'Happy to Serve' On PCA Appeals Board

Special to THE DAILY

MILWAUKEE, Aug. 6. — Ben D. Marcus, president of Marcus Theatres Management Corp. and a former president of Allied States Association, said today he will be "happy to serve" on

(*Continued on page 5*)

Foreign Income Study Seen As Having Impact on Film Industry

From THE DAILY Bureau

WASHINGTON, Aug. 6—The House Ways and Means Committee has ordered its staff to make a full-scale study of the tax treatment of business income earned overseas by U.S. taxpayers.

Some members think the order for the study means that the Committee will take up next year suggestions to ease taxes on this income. The staff study is to be ready when Congress returns in January.

Action in this field could have important impact on the film companies, with their high revenues overseas. Among the proposals which have been discussed from time to time are ones for a lower tax rate on income earned outside the Western Hemisphere, deferment of tax on all earnings until actually remitted to this country, and increased credit for taxes paid foreign governments.

The Administration in 1954 recommended that Congress cut the tax rate on certain income earned overseas and

(*Continued on page 5*)

Auten Wants Exhibitors To Seek Vogel Proxies

Capt. Harold Auten, former head of the J. Arthur Rank Organization in this country, who now operates a summer theatre at Bushkill, Pa., wants exhibitors all over the country to secure proxies in behalf of Joseph R. Vogel, president of Loew's, Inc. The movement should be on a grass roots basis, so that Vogel will have a large block of votes at his disposal at the special stockholders' meeting Sept. 12, Auten believes.

"Personally, I think that the average exhibitor does not realize how deeply this situation affects him—actually it's his daily bread and butter—film sup-

(*Continued on page 2*)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York tonight for Hollywood. ALFRED E. DAFF, executive vice-president, will return to the Coast earlier today.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, left here yesterday for Cincinnati.

•

JAMES HENAGHEN, publicity representative for Batjac Productions, will leave here today by plane for London.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Washington today from New York.

•

WILLIAM GOETZ, producer, has returned to Hollywood from New York.

•

SILAS F. SEADLER, M-G-M advertising manager, will leave here tonight for the Coast.

•

GEORGE MUCHNIC, vice-president of Loew's International, will leave here today by plane for the Coast.

Randall in Va. for Gordon Testimonial

Special to THE DAILY

NEWPORT NEWS, Va., Aug. 6.—The mayors of three Virginia cities, Hampton, Warwick and Newport News, will personally welcome 20th Century-Fox star Tony Randall here tomorrow for the community's gala celebration commemorating the 40th anniversary in show business of Gordon Enterprises, Julian, Jerome and Leonard Gordon.

AFM Talks Resumed

A meeting between motion picture producers and the American Federation of Musicians was called late yesterday afternoon to continue negotiations of musicians' performance rights in films sold to television. The talks were still in progress late yesterday and no announcement concerning the discussions was issued.

A.A. Dividend Set

HOLLYWOOD, Aug. 6 — Allied Artists Pictures will pay a dividend of 13¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock Sept. 15th to holders of record on Sept. 3. The dividend was voted by the executive committee of the board of directors yesterday.

Mayer, Burt Balaban Form Production Team

Arthur Mayer, veteran exhibitor-distributor and former executive vice-president of the Council of Motion Picture Organizations, and Burt Balaban, producer-director of theatrical and television features, yesterday jointly announced they have formed a new production team. They call it Princess Productions Corp., and their first picture is to be "High Hell" for Paramount release.

Mayer and Balaban will co-produce the film and Balaban will direct. They will leave New York today for England to film interior scenes in London studios.

Denver Whoops Up Big Opening for 'Yuma'

Special to THE DAILY

DENVER, Aug. 6.—This mile-high capital of Colorado will practically suspend normal business operations tomorrow for the premiere ceremonies for Columbia's "3:10 to Yuma" at the Denver Theatre, a Fox-Intermountain house.

Because of the title, a parade in honor of "3:10 Day," proclaimed by Governor McNichols, will be given an early start so that it can arrive at the theatre in time for the opening of the picture at 3:10 MST. Robert Selig, president of the Fox - Intermountain circuit, will greet the guest celebrities, who will include newspaper and radio people from both coasts and Canada as well as the stars—Glenn Ford, Van Heflin and Felicia Farr, and some of the featured players—Richard Jaeckel, Leora Dana, Kathy Grant, Phil Carey and James Darren. The featured players have been in town for several days whooping things up with interviews and personal appearances.

Delmer Daves, the director, and the cast members met a chartered plane today from New York which brought the eastern and Canadian contingent of newspaper and radio people and several Columbia executives headed by Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity, and Rube Jackter, general sales manager.

Atlas to Offer

(*Continued from page* 1)

the offering has been filed with the Securities and Exchange Commission by the Disney organization. The statement discloses that Disney intends to apply for the listing of its common stock on the New York Stock Exchange following the secondary distribution by Atlas.

Vogel Names

(*Continued from page* 1)

House, Inc., book publishers here.

J. Howard McGrath, partner McGrath & Brown, law firm, and former U.S. Attorney General.

Ellsworth C. Alvord, lawyer, partner in Alvord and Alvord, Washington, D.C.

Charles H. Silver, president of the New York Board of Education.

Charles Braunstein, president of Charles Braunstein, Inc., importer of precious stones.

Benjamin Thau, vice-president of Loew's, Inc., and administrative head of the coast studios.

George Muchnic, vice-president of Loew's International Corp.

The nominees named Monday were: Gen. Omar N. Bradley, chairman of the board of Bulova Research and Laboratories, Inc.; Francis W. Hatch, vice-president, Batten, Barton, Durstine and Osborn, Inc.; Robert H. O'Brien, financial vice-president of Loew's, Inc., and Benjamin Melniker, vice-president and general counsel of Loew's, Inc.

Would Be First Woman

If elected, Miss Hayes will be the first woman to serve on the Loew's board.

At the September 12 meeting four vacancies caused by resignations will be filled. In addition, Vogel seeks the ouster of two present directors — Joseph Tomlinson and Stanley Meyer. He also is asking the stockholders to increase the board from 13 to 19. The nominations yesterday would fill these new posts.

Others on the present board, in addition to Vogel and Tomlinson and Meyer are: George L. Killion, chairman of the executive committee; William A. Parker, John L. Sullivan, Louis A. Johnson, K. T. Keller and Ray Lawson.

Skiatron Hits

(*Continued from page* 1)

a pay-television system by closed circuit in Los Angeles.

Skiatron based its protest on the contention that Fox West Coast, subsidiary of National Theatres, and Telemeter, subsidiary of Paramount Pictures, would be acting in violation of the Government consent decree regulating both parent companies if they jointly operated a pay-television system.

The board, which had met to deliberate the FWC-Telemeter application, put the matter over to Aug. 28 in order to have time to study the issues fully.

Earlier in the day the board had submitted Aug. 21 to the council as the date for opening the bids for a franchise.

Petition Seeks to Validify Naming of Mayer, Briskin

Special to THE DAILY

WILMINGTON, Aug. 6 — Ar Logan, attorney for Joseph Tomli today filed in the Court of Chan here a petition for a summary j ment to declare Louis B. Mayer Samuel Briskin validly elected to board of directors of Loew's, Copies of the minutes of the July meeting, as well as affidavits Tomlinson and Louis Johnson filed in support of the petition.

Auten Advise

(*Continued from page* 1)

plies—and I think the time has arri when exhibitors should do someth to insure that they get an adeq supply of film. Surely they do want Metro to become another RK

Auten suggests the following pr dure:

"1. Every exhibitor association— hibitors themselves and anyone re interested in this business of ours w to Loew's today and request the na and addresses of all Loew's sto holders in their area and at the sa time ask for sufficient proxy forms cover same.

"2. This proxy campaign should on a local, or grass roots level, w the exhibitor or his theatre manag personally interviewing each and ev Loew stockholder in their area soliciting their support.

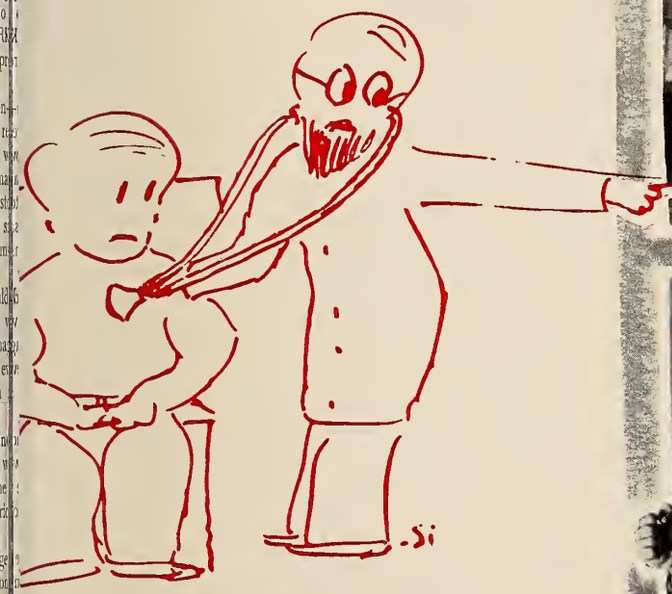
"3. If this plan is adopted—and the exhibitors from coast to coast w to help Vogel it will give him the sistance he badly needs and ric deserves.

"4. There is another advantage doing the foregoing. RKO is no lon with us. Metro, the leading produc and distributor for many years, fighting for its very life. Any of t other companies might be the next be attacked by a small minority gro seeking to cash in on the compan assets."

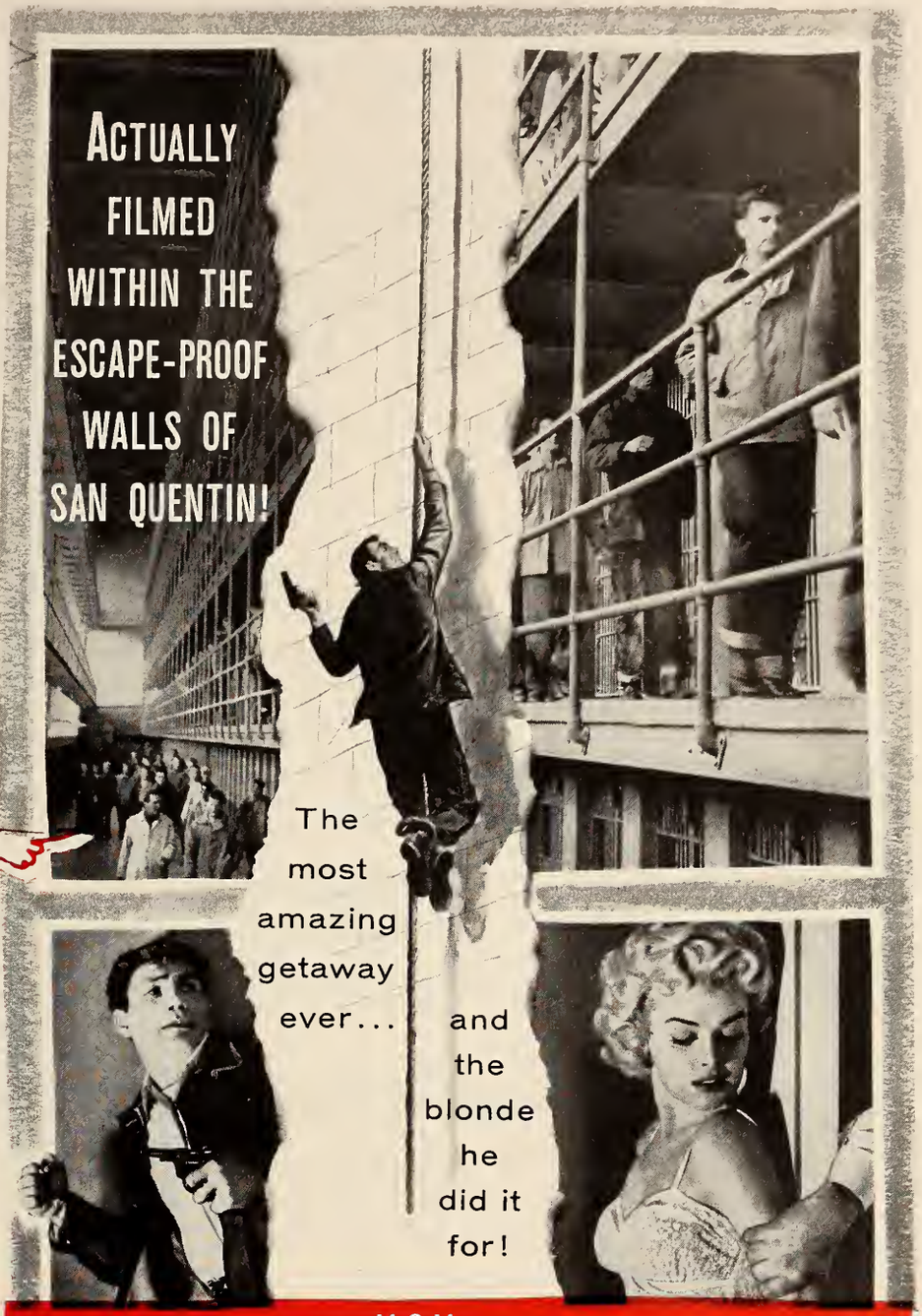
Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 1
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

"Can you take the SUSPENSE?"



ACTUALLY FILMED WITHIN THE ESCAPE-PROOF WALLS OF SAN QUENTIN!



The most amazing getaway ever... and the blonde he did it for!

M-G-M PRESENTS

HOUSE OF NUMBERS

STARRING **JACK PALANCE**



IN CINEMASCOPE

WITH **HAROLD J. STONE** • And introducing the sensational explosive blonde! **BARBARA LANG**

SCREEN PLAY BY **RUSSELL ROUSE** AND **DON M. MANKIEWICZ**

Based on the Cosmopolitan Magazine Novel by JACK FINNEY

DIRECTED BY **RUSSELL ROUSE** • PRODUCED BY **CHARLES SCHNEE**

AN M-G-M PICTURE

THERE'S MONEY IN BIG PRISON-BREAK ATTRACTIONS!

This is the first BIG one in a long time and a honey. Sell it with sock and excitement!

Keep ads (*sample above*) **and lobby alive with action!**

Art Theatre in Shop Center

(Continued from page 1)

ma and Austin, are the originators of this new experiment in exhibition. One of the interesting oddities is the availability of parking space for 1,600 cars for a 400-seat house.

For Herman Becker, head of the circuit, which has houses in Manhattan, Long Island, Brooklyn and Queens, the opening was the observance of his 50th anniversary in the entertainment field. He started as an office boy for the late Gus Edwards Aug. 4, 1907.

Mrs. Benjamin Co-Chairman

The premiere was a benefit for the North Shore Hospital Auxiliary. Mrs. Robert Benjamin, wife of the chairman of the board of United Artists, and Mrs. Walter J. Jamieson of Manhasset were co-chairmen of the committee which arranged the benefit. Door prizes were lavish—a Hillman station wagon, two roundtrip tickets to Bermuda supplied by BOAC, and a case of Tatlinger champagne.

Because the opening attraction was the British film, "The Green Man," the evening's festivities were called a salute to Anglo-American relations.

Following the opening a buffet supper was served in a tent on the theatre grounds, with music by The Pipes and Drums Band of the British War Veterans of New York.

The theatre is located on what is called the Miracle Mile, at the lower end of Manhasset Bay where Northern Boulevard and Washington Boulevard cross. It's a wealthy territory made up of large estates, new real estate developments for people in the higher salary brackets, and within easy reach of Flushing, Little Neck, Great Neck, Mineola and Garden City.

Small Leaves TPA; Set Profit Plan for Talent

Milton A. Gordon, president of Television Programs of America, Inc., announced yesterday that he had purchased the interest held in the company by Edward Small, independent Hollywood producer, thereby establishing himself as the principal owner of the company. Small has also resigned as chairman of the board of TPA, one of the TV industry's largest producers and distributors.

Gordon said that Small's departure was "entirely amicable" and occasioned by his many other business activities.

At the same time Gordon announced a plan whereby the company in the future will give both stars and producers of new series an opportunity to share not only the profits of the programs in which each participates but in TPA's over-all profits as well.



Television Today

Ralph Hardy Dies; A CBS Vice-President

From THE DAILY Bureau

WASHINGTON, Aug. 6.—Ralph W. Hardy, vice-president of the Columbia Broadcasting System in charge of the Washington office, died of a heart seizure yesterday in Ogden, Utah. He was 41. He was appointed to his CBS post in June 1955, and prior to that had been vice-president in charge of government affairs for the National Association of Radio and Television Broadcasters.

DuMont 6-Month Repo Shows $997,900 Los

Allen B. DuMont Laboratories, I reports an operating loss of $997,0 for the first six months of 1957. or the corresponding period of 1956 e operating loss was $1,092,000 w h was reduced to a net loss of $484,0 after a tax carry-back credit of $6 000. Sales for the first half of 1 7 totaled $19,850,000 compared h $22,471,000 for the correspon g 1956 period.

One Man's TViews

By Pinky Herman

A singing nation is a happy nation and ABChieftains seem to fe the same way about its programs. Hence we'll see on the ABCh nel larks including Frank Sinatra, Pat Boone, Guy Mitchell and Pat e Munsel. Last Monday, from WFILadelphia, ABC launched a new fi -times-a-week live show, "American Bandstand" (3:00-4:30 P.M.) emc d by a personable young artist named Dick Clark, who knows his p p music and can present same. . . . Art Baker leaves next week for Lond n to marry his former secretary, Gerrie Larsen. . . . A short note fr m songwriter Arthur Kassin includes: Pat Boone has SIGHcological app l for the bobby-soxers. "MYOPINION";—a short-sighted viewpoint. (tr e-true.) . . . Robert Klaeger, Prexy of Klaeger Film Productions, Inc., h s named Robert Drucker vice-president in charge of production. The n w TV and industrial film producing firm is currently filming a series f r U.S. Rubber thru the Fletcher D. Richards Agency and another ser s of Greyhound Bus commershills (seen on Steve Allen's program) th u the Grey Advertising. . . . IF and when the Dodgers and Giants ma e the west coast their home stamping grounds, New Yorkers may still s e the teams in action if plans of Irving Leonard jell. Leonard, form r Internal Revenue man and Hollywood tax whiz, is negotiating with b th American Airlines and TWA to fly complete hot kinescopes for lo l telecasting the very next day. This operation, according to Leona d would cut the cost of local telecasting about 40 per cent. . . . W . Morris Agency packaging a TVehicle, "Ebony Theatre,"—to star co - poser-entertainer Timmie Rogers as host of an all-Negro cast of t p talent. Program may be CBSlotted in the Fall.

☆ ☆ ☆

Just about a year ago, the producers of "Li'l Abner" heard a G.I. vo l group on the "Ed CBSullivan Show" and signed up one of the lads. ' Sunday, Aug. 11, the talented youngster, Peter Palmer, who plays t e title role in the Broadway hit, will return to the smiling Irishman's TV r for a guestint. . . . Harriet Parsons released from her TCF-TV comm - ments to produce her own TV series, "D.L.O." a half-hour antholo y series about the U.S. Post Office. . . . The friendly rivalry between d c jockeys Norm Prescott and Alan Dary which they brought with the when they moved to WBZ from WORL, Boston (last Sat. they rac in stock cars at the Norwood Race Track) has given that network k station a terrific rating boost on a local level. Another clever lad to wat at this station is Bill Marlowe, whose daily (12 noon to 3:00 P.M.) d - jaywalking is "gass" to the HUB-cats. . . . Wm. Morris Agency h s corraled young Jerry Lee Lewis, whose guestrilling last Sunday on t "Steve Allen Show" proved so sensational he was signed to do a 'repe Aug. 11. Lad is also heard on Sun Records, the waxery which launch Elvis Presley on his career. . . . The dynamic young Dave Segal, own of radio stations KOSI, Denver and KOBY, San Francisco and charmi g Jeanne Schwader have just harmonized an "I do-et." Segal, in a co - paratively short time, has made KOSI one of the most-listened-to statio in the mile-high city. . . .

EVIEW:

The Pajama Game

Warner Bros.

"The Pajama Game" was one of the top musical comedy hits to prosper ecently on Broadway where it ran for over two years. Now Warner ros. has transferred it to the screen in a handsome production in WarerColor that is a literal version of the original. The romance, humor, ngs, and dances that delighted Broadway patrons are thus available much larger audiences all over the world.

To insure a faithful facsimile of the original many of the actors who ppeared on the stage were recruited for the film. These include John aitt, Carol Haney, and Eddie Foy, Jr., whose names are new to most lmgoers. But the star on the screen is Doris Day (who did not appear n the stage), and she has a large loyal following.

The description "literal version" is applied to this picture advisedly. or despite the fact that scenes which occur outdoors have been filmed the open "The Pajama Game" on the screen gives the general imression of having been photographed in front of a proscenium arch. eorge Abbott and Richard Bissell, who wrote the book for the stage lay (from a novel by the latter called "7½ Cents") have done very ttle to refashion their material to the unique medium of the screen.

That won't be of any concern, however, to the majority of movieoers who like their musicals to have comedy that is broad and song nd dance numbers that are gay and delivered with speed and frequency. The Pajama Game" has a most original setting for a musical, moreover; it takes place principally in a pajama factory where the heroine Miss Day) is a worker active in the union and the hero (Raitt) a oreman on the side of management. And what comes between the overs is not the usual "other man" (or woman) but a dispute over hether the workers will get a raise of 7 and a half cents per hour!

The best thing about "The Pajama Game" was and still is its music, hich was written by Richard Adler and Jerry Ross. Many of the songs ere "hit parade" favorites when the stage show was new and yet still etain their freshness in the film. These include "Hey, There," which aitt sings first but Miss Day does better in a reprise. They are both in op form, however, for the lively "There Once Was a Man."

There are three big production numbers, the best of which is still Hernando's Hideaway"—that wacky description in song and dance of n out-of-the-way night club "where no one ever sees your face." In he union picnic scene a large group of dancers led by Miss Haney hirl all over the screen, and the third big number is "7½ Cents," which s given a hearty workout at the end when the union is victorious in its ght for a raise.

Most of the humor is supplied by Foy as the jealous lover of Miss Haney, and he particularly gets a lot of fun out of the song "I'll Never Be Jealous Again." And Miss Haney repeats her famous "Steam Heat" lance with skill.

The picture was produced and directed by Abbott and Stanley Donem with three associate producers who were also responsible for the stage lay: Frederick Brisson, Robert E. Griffith, and Harold S. Prince.

Running time, 101 minutes. General classification. Release, in August.

RICHARD GERTNER

Foreign Income

(*Continued from page* 1)

ac House approved the plan. However, film rentals would have been excluded from the tax benefits, and moon picture companies and many ther firms in the same boat protested. he Senate scrapped the whole idea. ince then, nothing has been done in ne ofreign income field.

Jones Sells to Forman

PORTLAND, Ore., Aug. 6 — Jesse ones, owner of the Family Drive-in, as sold the theatre to Albert Forman, of United Theatres.

Cantor Buys

(*Continued from page* 1)

spectively. Frank V. Quigley sold 900 shares of Skiatron Electronics and Television Corp. common, leaving himself with 935 shares, and Kurt Widder in May and June sold 1,000 Skiatron shares, leaving 7,900.

'Love' to 24 L.A. Houses

HOLLYWOOD, Aug. 6 — Allied Artists' "Love in the Afternoon," now in its seventh week at the Hollywood Egyptian and the Fox Beverly in Beverly Hills, will open in 22 other Los Angeles theatres on Aug. 21.

Rogers Drive

(*Continued from page* 1)

ilar drive conducted by the hospital.

Pledges are still coming in daily to swell the number of participating theatres. Five exchange areas will start their campaigns later than the established drive period to coincide with stronger theatre programs or because of other localized conditions. These include Chicago, where the campaign will be held during the week of Aug. 23; San Francisco, which starts Aug. 28; Boston, which starts shortly after Labor Day so as not to conflict with the "Jimmy Drive" and Minneapolis and Milwaukee will begin on Nov. 28 and will run through Thanksgiving week.

S. H. Fabian and Ned E. Depinet, co-chairmen of the combined drive again pointed out yesterday that the audience collections are but a part of the combined drive, and that continuing efforts are to be directed at the Christmas Salute unit of the combination. It is to be remembered, they said, that the audience collections are aimed at the theatre-going public, and the Christmas Salute is the avenue through which industry employees help the hospital.

WOMPI Meet Set

ATLANTA, Aug. 6. — The annual convention of the Women of the Motion Picture Industry will be held in Memphis, Tenn., at the Peabody Hotel Oct. 11 to 13.

Mary Pickford in Frisco For Goldwyn 'Trust' Suit

Special to THE DAILY

SAN FRANCISCO, Aug. 6 — Mary Pickford, whom Joseph Aliota, attorney for Samuel Goldwyn has planned to put on the stand today in Goldwyn anti-trust suit against Fox West Coast Theatres, National Theatres and others, arrived here today by plane.

Miss Pickford, said Aliota, will give her testimony in the case tomorrow.

Ben Marcus

(*Continued from page* 1)

the Production Code appeals board in response to the invitation of Eric Johnston, Motion Picture Association president. "I hope I can contribute some constructive suggestions that might help in supplying our patrons with the type of entertainment of high moral standard," he said.

Marcus is the second exhibitor to accept the invitations to join the appeals board. As reported yesterday in Motion Picture Daily, George Kerasotes of Springfield, Ill., a member of the board and executive committee chairman of Theatre Owners of America, will be one of six exhibitors to act on the expanded board. There will also be four non-member producers.



"HOLIDAY'S" OVER

...and we've had a ball!
See you in December.



SHOOTING IS NOW COMPLETED IN PARIS

BOB HOPE ★ FERNANDEL
ANITA EKBERG ★ MARTHA HYER

in

Paris Holiday

THRU UA

Technirama® · Technicolor® · Screenplay by Ed Bel
Directed by Gerd Oswald · A Tolda Production

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 82, NO. 27 NEW YORK, U.S.A., THURSDAY, AUGUST 8, 1957 TEN CENTS

irst Pictures

Report 'Game,' Passage' Set On Telemovies

reliminary Test Now Seen o Take Place Aug. 26

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 7.— arner Bros.' "The Pajama Game" d Universal's "Night Passage" have en booked by the Vumore Co., subliary of Video Independent Thea-s, Inc., as the first pictures to be own over the coaxial cables of the lemovie projects here.

The bookings are interpreted as an dication that most of the major disbutors—with two known exceptions re prepared to at least "go along"

(*Continued on page* 6)

Withdraw 'Expose' from elease in Northwest

Special to THE DAILY

SEATTLE, Wash., Aug. 7 — Proicer Lindsley Parsons announced toy that he has withdrawn his new m "Portland Expose" from release the Pacific Northwest territory and ncelled plans for the joint world emiere here and in Portland which id been set for Aug. 14. The picture,

(*Continued on page* 2)

Krim, Youngstein, And Picker to Europe Today

Arthur B. Krim, president of nited Artists, Max E. Youngstein, ce-president, and Arnold M. Picker, ce-president in charge of foreign stribution, will leave here today on tour of Europe. They will meet ith producers and company execu-ves on five productions now in vari-

(*Continued on page* 7)

Television Today

Page 6

NT 9-Mo. Net Is $1,365,820

From THE DAILY Bureau

HOLLYWOOD, Aug. 7 — Elmer C. Rhoden, president of National Theatres, disclosed in a letter to stockholders today that earnings of National Theatres and voting-controlled subsidiaries for the 39 weeks ended June 25 approximately equalled the results of the corresponding period for the previous year. Consolidated net income was $1,365,820, or 51 cents per share, and compared

(*Continued on page* 2)

'3:10' Bow Brings Glamor to Denver

By SHERWIN KANE

DENVER, Aug. 7. — The daytime world premiere here today of Columbia's "3:10 to Yuma," which monopolized city-wide attention, was described by Paul Lazarus, Jr., Columbia vice-president in charge of advertising and publicity, as the successful culmination of three months of planning with the aim of helping to "bring the industry back to the public."



Paul Lazarus

At a trade press conference here

(*Continued on page* 7)

Stockholders Starr and Sprayragen Act

New Suit Is Filed In Battle for Loew's

Ask Injunction to Prevent Tomlinson Interference in Stockholders' Meet

Still another court move was added yesterday to the involved litigation in the struggle for control of Loew's, Inc., between Joseph R. Vogel, president, and Joseph Tomlinson, Canadian stockholder, and his supporters.

Two stockholders—Jacob Starr and Richard A. Sprayragen—on Tuesday night obtained a temporary stay from Justice Harold Stevens in New York Supreme Court to prevent Tomlinson's forces from interfering with the special stockholders' meeting called for September 12.

The move was made returnable today at 10 A.M., when Ernst E. L. Hammer and Harold A. Lerman, attorneys for the stockholders, will argue that the injunction should remain in force until a hearing has been held.

The attorneys have informed the court they will notify the defendants by wire in order to expedite the hearing.

The move came as a surprise, be-

(*Continued on page* 2)

Fox Books 'Hunter' for Neighborhoods 1st-Run

20th Century-Fox has booked "Will Success Spoil Rock Hunter" to open Sept. 11 in over 120 theatres in the New York metropolitan area and parts of New Jersey's Hudson and Bergen counties, again by-passing a first-run Broadway engagement, Alex Harrison general sales manager, announced yesterday. The company recently adopted

(*Continued on page* 7)

Mary Pickford Lauds Goldwyn as a Producer

Special to THE DAILY

SAN FRANCISCO, Aug. 7 — Mary Pickford and U.S. Judge Edgar P. Murphy split twin billings in today's installment of Samuel Goldwyn's monopoly suit against National Theatres, Fox West Coast and others.

The star of the silent films pro-

(*Continued on page* 6)

Vogel to Be Named Pioneer-Of-Year

Directors of the Motion Picture Pioneers, Inc., will name Joseph R. Vogel today as Pioneer-of-the-Year. He will be the eleventh industry leader to be honored in this way.

The honor will be officially bestowed at the 19th annual dinner at the Waldorf-Astoria Nov. 19.

Adolph Zukor was the first to receive this distinction in 1947, when

(*Continued on page* 2)

Launch Chicago Drive On 3% Admission Tax

Special to THE DAILY

CHICAGO, Aug. 7.—A drive for elimination of the three per cent tax on theatre admissions got its start today when a committee representing local exhibitors met with Mayor Richard Dayley. Nate Platt, vice-president

(*Continued on page* 7)

AFM, Film Producers Still at Odds on Terms For TV Payments; Delegate Petrillo to Continue

The executive board of the American Federation of Musicians feels that the motion picture producers have not yet presented the union with "acceptable terms" in the negotiations now underway on payments to musicians by companies whose films are sold to television, a spokesman for the AFM said here yesterday. The two groups met late Tuesday, and following that session the AFM board decided to bow out of the talks and delegated James C. Petrillo, AFM president, power to continue the parley "at such times as he sees fit."

The AFM spokesman indicated that Petrillo feels the current five per cent arrangement with the film industry is "not the answer but will have to suffice until the producers come up with a better solution." Both the union and the producers are said to be seeking "certain concessions" which neither side has yielded ground on as yet.

PERSONAL MENTION

TOSHISHIGE ISHIKAWA, manager in Japan for RKO Radio, will arrive in Hollywood tomorrow from Tokyo.

•

PHILIP A. WAXMAN, producer of "The Young Don't Cry," who arrived in New York from Savannah earlier this week, has left here for Atlanta.

•

WILLIAM T. ORR, executive TV producer for Warner Brothers, has returned to Hollywood from New York.

•

SAMUEL HACKER, of Hacker, Haims & Co., industry accountants, has left New York for Hollywood.

•

DAVE O'BRASKY, of "Esquire," is leaving New York for Fort Dix, where he will start a six-month period with the U. S. Army.

MPEA Hears Report on Philippine Status

Irving Maas presented a status report on the Philippines at the regular meeting this week of the Motion Picture Export Assn., and it was reported that Leo Hochstetter will resume further talks with the Philippine government. MPEA is hopeful agreement will be reached by next week.

The board tabled 3 licenses for Indonesia, and these were picked up by Columbia, United Artists and Universal. Remittances from Australia will be on the current basis as of July 1, 1957, and all blocked funds up to that date will be remitted in three equal installments over a three year period. The board reached no final decision on the division of 240 import licenses for Pakistan.

'Raintree County' Bow In Louisville Oct. 2

M-G-M's "Raintree County" will have its world premiere at the Brown Theatre, Louisville, Ky., on Oct. 2. The picture is the first to be produced in the new M-G-M Camera 65 process.

U.A. Dividend 35c

The board of directors of United Artists this week declared a regular quarterly dividend of 35 cents per common share, payable Sept. 27 to stockholders of record Sept. 13.

New Suit in Loew's Contest

(*Continued from page* 1)

cause tomorrow is the deadline for a reply by Loew's to Tomlinson's application to the Delaware Chancery Court at Wilmington seeking a court declaration that Tomlinson's "rump" board meeting at which Louis B. Mayer and Sam Briskin were named directors was legal in spite of the absence of a seven-man quorum.

Louis Nizer, special counsel for Loew's, will file his answer in that case tomorrow morning.

Starr and Sprayragen, through their attorneys, told the New York court that their plea 48 hours ahead of the Delaware hearing was due to the danger of "irreparable" injury to the corporation.

Monthly Meetings Called Necessary

One $3,000,000 deal for use of old films on television has already been called off, it was stated, and a proposed production deal has been transferred to another company. It also was declared that an executive committee authorized by the by-laws was now in existence and monthly meetings are necessary to keep the company functioning.

The problem of company morale also was brought up.

It also was pointed out that 3,328,295 shares of Loew's, or 62.4 per cent, are held by New Yorkers.

The brief submitted to Justice Stevens contained some biting comments on Tomlinson.

"Apparently," it stated, "the conspirators had no confidence in their own action at the rump meeting. Tomlinson, one of the directors at the rump meeting, acting as a stockholder, brought a proceeding in the Delaware court to seek a declaration of the validity of the election of Mayer and Briskin by the group of five. In other words, Tomlinson, suing as a stockholder, asked the court to decide whether he and his cohorts acted lawfully in filling vacancies. The defendants in that proceeding brought by Tomlinson were two of his own co-conspirators, Louis B. Mayer and Samuel Briskin, and the corporation. At the rump meeting the conspirators purported to designate their own counsel as counsel for the corporation.

Condemnation Predicted

"Then their own counsel filed an answer in the Delaware court, fully admitting the allegations of his true client, Tomlinson. That attorney, of course, had no authority to act for the company. The only counsel for our corporation are Louis Nizer, special counsel for the company, and Benjamin Melniker, general counsel for the corporation. I have been advised that the same overwhelming equities and morals, which have been alluded to here, will prevail in Delaware, and that Tomlinson and his conspirators will be condemned for their misconduct, and that the purported election of directors, in an effort to preempt that right to the exclusion of the stockholders, will be rejected."

Milton Pollack, New York attorney for Tomlinson, could not be reached for comment yesterday.

N. W. 'Expos

(*Continued from page* 1)

which was filmed on location in P land, deals with vice and racketee in the Pacific Northwest and inv gations of it by the U. S. Senate.

Parsons said his action was the sult of sudden cancellations of b ings by 20 theatres throughout area. He blamed the exhibitor ac on "pressure" brought against sh ings of the film.

"We know for a fact," Parsons s "that some exhibitors have b warned against showing the pict One exhibitor, controlling sev theatres in the territory was adv by legal representatives that he certain to be sued if the pic opened. Another man frankly told that the picture was just too hot him to handle." Allied Artists place the film in national release scheduled, and it was indicated it may play the Pacific Northwest a later date.

Wile Leaving ITOO fo Post Outside Industry

Special to THE DAILY

COLUMBUS, O., Aug. 7.—Rob A. Wile has resigned as executive s retary of the Independent Thea Owners of Ohio, effective Frid Aug. 16. He will then join Le Brothers of Dayton in a new vent outside the field of the motion pict industry.

Wile has held his present posit for almost six years. Previously he w with Universal Pictures in the sh subjects department and before t was director of the Managers Rou Table of *Motion Picture Herald.* was also at one time a theatre m ager in Pearl River, N. Y.

A successor to Wile is expected be named by the organization's bo of directors, which will meet h Aug. 27.

Reade Buys Kassler Continental Interest

Walter Reade, Inc., has purchas Frank Kassler's interest in Contine tal Distributing, Inc., and will n have complete control of the compa it was announced yesterday in a jo statement by president Frank Kass and chairman of the board, Wal Reade, Jr. The company was form in 1952 and specializes in distributi foreign films.

The announcement yesterday s that Reade will assume the presiden temporarily. Carl Peppercorn will main as vice-president in charge sales and Sheldon Gunsberg as vi president in charge of advertising a publicity. Kassler expects to annou his future plans shortly.

NT's Net

(*Continued from page* 1)

with $1,378,974, also 51 cents per share, in the first 39 weeks of the preceding year.

Net income from operations amounted to $1,251,000, or 46 cents per share, as compared to $961,000, or 36 cents per share a year ago. Net income from dispositions of real estate and capital assets was $115,000, or five cents per share, as compared to $418,000, or 15 cents per share in the comparable period last year.

Theatre gross income for 39 weeks ended June 25 was $40,909,966, compared with $40,020,265 for the corresponding period last year.

RKO Books 'Third Key'

Rank Film Distributors of America has booked "The Third Key" in 27 RKO theatres throughout the metropolitan area starting Sept. 11. These will be preceded by an opening at the Albee, Brooklyn, Sept. 4.

Vogel 'Pioneer'

(*Continued from page* 1)

the custom was inaugurated. Since that time the recipients have been Gus S. Eyssell, Cecil B. DeMille, Spyros P. Skouras, the three Warner brothers, Jack, Harry and Albert; Nate J. Blumberg, Barney Balaban, S. H. Fabian, Herman Robbins and Robert J. O'Donnell.

Mrs. O'Leary Dies

SCRANTON, Pa., Aug. 7 — Mrs. J. J. O'Leary, wife of the former executive vice-president of Comerford Theatres, died here today in Mercy Hospital. A mass of requiem will be said on Saturday at 10 A.M. at Our Lady of the Snows in Clark Summit.

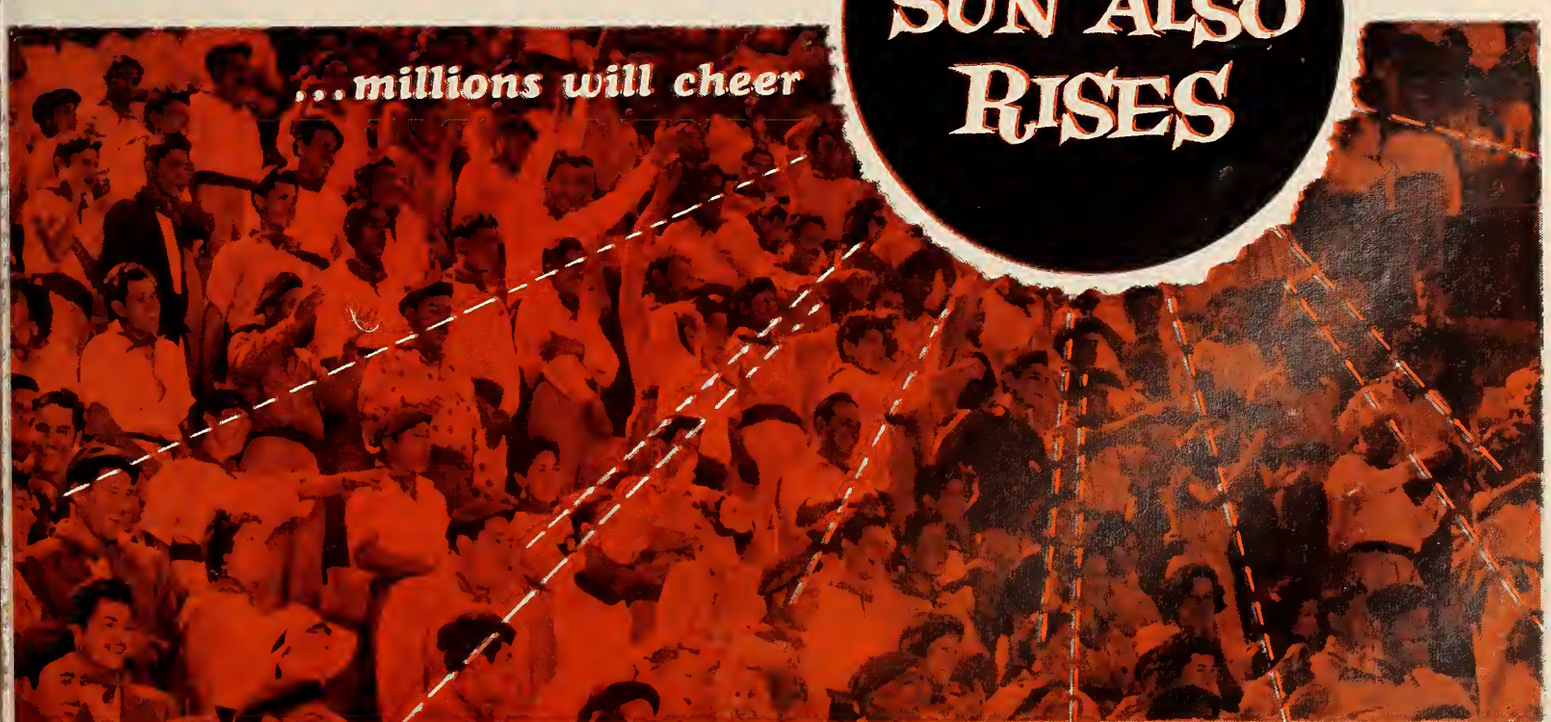
Oliver Hardy Is Dead

HOLLYWOOD, Aug. 7. — Oliver Hardy of the team of Laurel and Hardy died here yesterday. Hardy had been suffering from a prolonged illness. He was 65.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

THE NEXT GREAT BLOCKBUSTER FROM 20th FOR LABOR DAY

The SUN ALSO RISES



in a year of achieveme

TYRONE POWER · AVA GARDNER M



COLOR by DE LUXE

CINEMASCOPE

FEATURING

GREGORY RATOFF · JULIETTE GRECO · MARCEL DALIO · HENRY DANIEL

Available With Stereophonic Sound

nothing greater from 20th!

RRER · ERROL FLYNN · EDDIE ALBERT

ERNEST HEMINGWAY'S
greatest and most tantalizing novel

The SUN ALSO RISES

DIRECTED BY
HENRY KING



Go forward with 20th!

PRODUCED BY
DARRYL F. ZANUCK

SCREENPLAY BY
PETER VIERTEL

BASED ON THE NOVEL BY
ERNEST HEMINGWAY

ANS

Television Today

L.A. on Sept. 18 To Set Date for Toll-TV Bids

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. — The Los Angeles City Council today upset the Public Utility and Transportation Commission's recommendation to set Aug. 21 for opening bids for a pay-television franchise, and voted 13-to-one to defer a decision on a bidding date until Sept. 18.

In an extended discussion covering all phases of the franchise matter, several council members strongly criticized PUTC action yesterday in withholding approval of the International Telemeter-Fox West Coast Theatres joint application for a franchise after receiving a protest from Skiatron attorneys, who contended that the Telemeter-FWC association in a television project would be in violation of a government consent decree regulating the actions of both parent companies, Paramount Pictures and National Theatres, Inc.

PUTC consideration of the Telemeter-FWC application, which yesterday was put over to Aug. 28, can be completed, and approval given, well in advance of the Sept. 18 date set today for a decision on the date for opening bids.

TV Set Production Down 20% This Year

Special to THE DAILY

WASHINGTON, Aug. 7. — The number of television sets produced in the first six months of 1957 was some 20 per cent lower than the number produced in the comparable period last year, according to figures just released by the Radio-Electronics-Television Manufacturers Association. At the same time, RETMA reported that TV set sales dropped only slightly in the first half of 1957 from the 1956 period.

In the first six months of 1957, 2,722,139 sets were turned out, compared with 3,415,202 in the first six months of 1956. 2,810,403 were sold during the first half of this year, a small drop from the 2,868,250 sold in the first half of last year.

FOR THE BESTEST
FOR THE SHARPEST
FOR THE FASTEST
SPECIAL TRAILERS
ALWAYS GET THEM FROM
FILMACK
1327 S. WABASH CHICAGO
630 NINTH AVE. - NEW YORK

Telemovies

(*Continued from page* 1)

with the local test of public reaction to the project.

The two producers who are said to have declined to participate in the telemovie test are Paramount and 20th Century-Fox. Paramount has its own subscription-TV system, Telemeter.

A new opening date has been set for the local test on Sept. 3. This is the fifth date scheduled since the project was first announced. A preliminary test has been slated for about Aug. 26.

Sales executives at Warners and Universal in the home offices in New York would neither confirm nor deny yesterday the report of the bookings of their films for the telemovies test. Meanwhile, it was learned here yesterday that Vumore is also negotiating with Rank Film Distributors of America for two films, "The Third Key" and "The Black Tent."

Mary Pickford Lauds

(*Continued from page* 1)

vided glamour in her brief appearance on the stand as a Goldwyn witness. But it was Judge Murphy who came up with the punchlines during questioning of George Milner, FWC booker, by Joseph L. Alioto, attorney for Goldwyn.

During the course of Alioto's interrogation concerning a lottery system in which FWC divided product with independents, Milner was pondering answers when Judge Murphy interrupted:

"For as complex a business as motion pictures all I can say it's a heck of a way to run a railroad. If I weren't in court I would express myself more vigorously."

Milner had been trying to explain how slips of paper containing the names of film product FWC and various independents allocated were placed in a hat and drawn in lottery fashion.

Miss Pickford spent only 30 minutes on the witness stand but under questioning by Alioto she crowded a lot of film history into her testimony. She also found time to say she considered Goldwyn "one of the finest producers" in the business because of his "courage and vision."

S. F., K. C., Montreal Win UA Velde Drive

United Artists' Jim Velde Drive, a 42-week billing, collections and playdate compaign honoring the company's general sales manager, has been won by the San Francisco, Kansas City and Montreal branches.

The three branches, which finished first in each of three competing divisions, have earned top awards in a cash prize pool of more than $50,000. The San Francisco exchange is managed by C. Frank Harris. Ralph Amacher heads the Kansas City branch. Sam Kunitzky is branch manager in Montreal.

REVIEW: 3:10 to Yuma

Colum

HOLLYWOOD, Au

WITH GLENN FORD and Van Heflin supplying two top performa under Delmer Daves' expert direction, this David Heilweil produc of a fine screenplay by Halsted Welles based on a story by Elmore L nard stands shoulder-level alongside "Shane," "Stagecoach," "Red Riv "The Searchers," and their rare kind. It tells an intensely interes story about credible characters—none snow white and none pitch bl —and it piles up suspense before coming to close in a completely log ending. The picture, which is the second in Columbia's "Fabulous F series, faces land-office success.

The setting is Arizona at the time in history when the railroad t had come but the stagecoach still carried most of the people to n of the places they were going, and the gold shipments from mine town bank or rail station. The splendid script opens with Ford famous outlaw heading a band of 15 or more faithful gunslingers, h ing up a stagecoach while Heflin, a farmer whose cattle have been utili by Ford as a means of stopping the stagecoach, looks helplessly from a distance. When a stage guard pulls a gun on a bandit wh hoisting the gold shipment, and uses the guard as a shield, Ford c ally kills both his own man and the guard. (This offhanded dou murder conditions the audience to expect anybody to shoot anyb else at any point in any of the tense situations which make up the of the story, and this dramatic device—a favorite of the great Griffi keeps interest taut as an E-string from then to End).

HEFLIN RETURNS to his ranch home, with his two sons, and explains his wife, Leora Dana, that he couldn't stand alone against the wh Ford gang, but she isn't pleased, and sends him off to town to try borrow $200 to buy water from a neighboring ranch to save their o thirsting herd. On the way he meets up with a posse looking for Fo returns with them to their town, where Ford and his boys have b doing some drinking in a bar tended by Felicia Farr, a not fully plained character who has shared some romantic minutes with F after his boys have gone on ahead and before Heflin arrives. He engages Ford conversationally until the sheriff gets the drop on h and then prepares to go back to his ranch, failing to borrow the nec sary $200, but remains when the stageline owner offers that amount anybody who'll escort the outlaw to town and, via the 3:10, to Yu With Ford's gang known to be riding the area with intent to liber him at any cost in lives, and with nearly 24 hours to hold Ford u train time, this is a perilous undertaking, but Heflin accepts the resp sibility. From this point to the end of the picture the story ought to be disclosed in advance to anyone.

Ford's portrayal of the unregenerate outlaw is a splendid piece acting, tinged a little with the easy aplomb of the early Beery bandit and the contemporary Duryea, but genuine Ford artistry.

Heflin's portrayal of the economically harrassed rancher, mindful o of family needs until discovering in a moment of crisis that a lar duty is driving him, is reminiscent of his characterization in "Shane" is riper, rounder than even that.

Leora Dana, as the farmer's worried wife, and Felicia Farr, as t bar maid satisfied to share a single brief interlude with Ford, are e nently successful in making their characterizations clear and meaning in their limited participation.

As the picture progresses, which is slowly as the clock runs, deeply as characterizations grow and situations develop, an audie begins to say to itself that this is the way the West really was, these the people who lived there, and these are the things they did, for th reasons—and all of this makes of "3:10 to Yuma" a gratifying pict indeed.

Running time, 92 minutes. General classification. Release, in Septemb

WILLIAM R. WEAV

Stornelli's Take Over

AVON, N. Y., Aug. 7 — Alex St nelli of Middleport, N. Y., and M Stornelli have taken over operati of the Rialto Theatre here.

I. E. Views Rank as 'Major Supplier'

New England exhibitors are treat- Rank Film Distributors of America a major source of product and not "states righter" with one or two tures to sell, according to Abe Wei- manager in that area for RFDA. an interview here this week which also attended by RFDA president neth Hargreaves and Gordon ddock, Jr., assistant to the general s manager, Weiner said the exhibi- viewpoint is attested by the large nber of contracts RFDA has re- ved thus far.

"Every circuit," he said, "has ght Rank films in the Boston, Buf- and New Haven areas. And we e to get into the Albany area rtly." Accordingly, Weiss added, DA is sending its representative, nton Davis, to Albany to get the l rolling there.

The regional manager also said that k films in the New England area now getting a greater percentage playing time and are gaining ac- tance by exhibitors and audiences ce.

He cited the success of the Rank able bill, "Check Point" and "The k Tent," currently playing in a ge number of theatres in the Buf- area.

ew Version of 20th's roduct Film Out Soon

Revision of "The Big Show," which s made first by 20th Century-Fox a product review for exhibitors, to 6-minute subject with new material signed for showing to the public been completed.

"It will clearly dramatize to the blic their local exhibitor's ability provide a continuing supply of en- tainment of a high quality and pe matched by no other medium," yros P. Skouras, president, said yes- day. He made this statement follow- a home office showing of the re- ed version.

The film has been brought up to te with scenes from recently com- ted productions and will be avail- le to exhibitors shortly. There is a w introduction by Skouras and a w commentary by Buddy Adler, ex- utive producer.

'3:10' Brings Glamor to Denver

(*Continued from page* 1)

today, Lazarus, Rube Jackter, Columbia vice-president and general sales manager; David Heilweil, producer of the picture, and Delmer Daves, director, emphasized that the premiere activities here represented a return to showmanship adapted to the present day.

"It is no longer possible to launch a picture successfully by putting an ad in a paper and a magazine and opening the theatre doors," they agreed. "We must sell them what they can't get at home, no matter how good the television program may be, in order to draw them out—that is glamor, color and excitement."

That is what the "3:10" premiere brought to Denver this week.

Stars Circulate in the City

With stars Van Heflin, Glenn Ford, Phil Carey, Felicia Farr, Leora Dana and others not only here for the premiere but out on the street corners of the city's shopping district signing autographs and doing interviews with radio and TV reporters, glamour really was taken directly to the people of the city.

Color and excitement were added by an elaborate mile-long parade of the Old West type which wound through the central streets of the city for the noonday period, starting at the state capitol grounds and ending at Fox Intermountain's Denver Theatre where the premiere showing was started exactly at 3:10 P.M.

Large press contingents from east and west were guest of Columbia for the premiere. They duplicated in many respects the liberal and favorable attention to the activities paid by the Denver press, which included page one coverage and constructive editorial comment on motion pictures and the industry.

Lazarus 'Thrilled' by Editorials

Lazarus said that as the new chairman of the MPAA advertising-publicity directors committee, the editorials in particular "thrilled" him, praising as they did the colorful, entertaining hoopla, giving an entire city an opportunity to "let off steam."

"With our Hollywood Jubilee business building program getting ready to start in the early fall," Lazarus said, "the events here are in the nature of a preview. They demonstrate what can be done and what public reception we can expect if we plan properly and execute our plans efficiently."

Robert W. Selig, president of Fox Intermountain, commended Columbia on the success of the premiere program which had the cooperation of Colorado's governor Steve McNichols and Denver's mayor W. F. Nicholson.

Selig Enthusiastic

Selig pointed out that the staging of the daytime premiere had won countless valuable friends for the picture and the industry in Denver because it had drawn thousands to the Central City shopping area in midday and kept them there throughout the afternoon.

"Local merchants for long have looked askance at requests for cooperation with the standard nighttime premieres," Selig said. "Those were one-way partnerships that had everyone working for the picture and little direct benefit going to the cooperating merchants."

Jackter said the elaborate premiere activities have aroused the interest of key city exhibitors everywhere and he has had numerous inquiries about when the picture can be seen by them. He added that most exhibitors "do something extra" for a picture that has had the elaborate premiere treatment, knowing it has something special that can be sold to the public to the benefit of all exhibitors.

Numerous social events for the visiting press occupied the two highly enjoyable premiere days in Denver.

Fox Books 'Hunter'

(*Continued from page* 1)

the plan for "Bernardine" and is considering releasing a number of forthcoming major films locally in the same way, Harrison said.

20th-Fox was pleased with the results of the local "Bernardine" bookings, Harrison pointed out, and said its success "indicates that the public will respond to our product if we make it convenient for them to do so."

Jayne Mansfield, star of "Rock Hunter," will return to New York from her current 35-city tour on behalf of the film to help promote the local engagements. 20th is also preparing elaborate newspaper, radio and TV advertising campaigns.

Nashville Art Gallery A Memorial to Starr

Special to THE DAILY

NASHVILLE, Aug. 7. — An art gallery will be established in the new wing of the Children's Museum here as a memorial to the late Alfred Starr, who was president of the Bijou Amusement Co. and a trustee of the museum.

Chicago Tax

(*Continued from page* 1)

of Balaban and Katz, who was a member of the group said the mayor expressed sympathy and understanding of the exhibitors' dilemma. The mayor proposed a further meeting in two weeks, at which time the exhibitor committee will present the full figures which make tax removal advisable.

In reporting that 123 theatres closed last year due to the current tax, and that additional houses would close this fall if the tax continues, the committee reminded the mayor that wherever theatre marquees have been darkened, blighted areas and misfortunes blocking a city's progress follow.

Others in the group calling on the mayor were David Wallerstein, B&K president; Edwin Silverman, head of Essaness Circuit, and Jack Kirsch, president of Allied of Illinois.

Krim, Youngstein

(*Continued from page* 1)

ous stages of preparation overseas and will also confer on product, sales and promotion plans for the coming year.

While abroad they will visit London, Paris, Vienna and Rome to view films in editing. Krim and Picker will return in three weeks, while Youngstein will be back in two.

Two Promoted on Republic Sales Force

Two promotions within the ranks of Republic's sales organization were announced yesterday by Richard W. Altschuler, director of world-wide sales.

Joe Wohl, formerly New York branch manager, has been appointed assistant to Altschuler, and will headquarter at the company's home office. Bob Fannon has been promoted to the post of New York branch manager.

soon...the whole industry will be talking about Columbia's fabulous 5

The crowds are buying action—and you'll get plenty at your boxoffice with this fascinating and frightening story about a professional killer with a gun for hire...



SHORT CUT TO HELL

NEW PARAMOUNT EXCITEMENT! EXPLOSIVE CAGNEY-LIKE SHOCKER

IS THE FIRST PICTURE DIRECTED BY JAMES CAGNEY.....!



Paramount Pictures

VISTAVISION®

with **ROBERT IVERS · GEORGANN JOHNSON**

Produced by A. C. Lyles · Directed by James Cagney · Screenplay by Ted Berkman and Raphael Blau · Based on a Screenplay by W. R. Burnett

From a Novel by Graham Greene · A Paramount Picture

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 28 NEW YORK, U.S.A., FRIDAY, AUGUST 9, 1957 TEN CENTS

Shows Rise

Para. Net Is $2,359,000 For 6 Months

Earnings $1.18 Per Share; Quarter Net $1,060,000

Consolidated net earnings of Paramount Pictures for the first six months of 1957 are estimated at $2,359,000, the company reported yesterday. This compares with earnings of $2,322,000 for the same period in 1956.

This year's earnings are equal to $1.18 per share based on 1,999,316 shares outstanding at June 29 as compared with $1.12 per share, based on 2,085,716 shares outstanding in 1956.

For the second quarter of 1957 Paramount had estimated net earnings

(*Continued on page* 6)

Ray Schmertz Named To Succeed Father

Ray Schmertz, 20th Century-Fox's Indianapolis branch manager, has been named to succeed his father, I. J. "Izzy" Schmertz, as head of the company's Cleveland exchange, it was announced yesterday by general sales manager Alex Harrison.



Ray Schmertz

At the same time, Harrison announced that Howard B. Kinser, a salesman at the Kansas City office, has been promoted to the Indianapolis branch

(*Continued on page* 5)

TRADEWISE on page 2

Television Today on page 5

RKO Billings Rise 10% in Europe

By NORMAN MORRIS

Joseph Bellfort, RKO's general manager for Europe and the Near East, said that "business in Europe is generally quite good," in a press conference held here yesterday. RKO's billings this year moved ahead of last year's by ten per cent, he pointed out.

The European manager said that RKO's improved business this year may be attributed to a "concentration of distribution plus local product we've been able to pick up." He noted that television to date has exerted "very little impact" on the Continent

(*Continued on page* 5)

See Time Running Out On Tax Relief Bill

From THE DAILY Bureau

WASHINGTON, Aug. 8.—Time is running out on House Ways and Means Committee action on the Herlong admissions tax relief bill.

Rep. Herlong himself is no longer

(*Continued on page* 5)

Injunction Hearing Today

Court Continues Ban On Loew Interference

Tomlinson Faction Still Enjoined; Battle Shifts to Delaware Today

By JAMES M. JERAULD

Loew's, Inc., attorneys and counsel for Joseph Tomlinson traded legal punches in New York Supreme Court yesterday before Justice Morris Spector and the proceedings wound up with an injunction against interference with the September 12 meeting of stockholders still in effect until 4 o'clock today.

It may be continued until the meeting has been held. Additional briefs will be exchanged by lawyers and filed with the court this afternoon.

The scene of battle will shift this morning to Wilmington where Tomlinson's Delaware attorney, Arthur B. Logan, will argue that the July 31 rump meeting of directors held by his forces should be declared legal along with the "election" of Louis

(*Continued on page* 6)

Mayer 'Hale and Hearty' After Hospital Checkup

Special to THE DAILY

SAN FRANCISCO, Aug. 8 — Louis B. Mayer entered Stanford University Hospital on Tuesday for what a hospital spokesman described as a "routine check." The spokesman said today that Mayer is "hale and hearty and expects to leave within 48 hours."

Industry Leaders Honor Vogel

Industry leaders turned out in full force yesterday to honor Joseph R. Vogel, president of Loew's, Inc., in a ceremony formally notifying him of his selection as Pioneer-of-the-Year by the board of directors of Motion Picture Pioneers. The brief ceremony was held in the Loew's board of directors room at the home office here.

Formal presentation of the award will be made at the 19th annual dinner of the Pioneers to be held at the Waldorf-Astoria on Nov. 25. Vogel is

(*Continued on page* 6)

EXPRESSION OF FAITH, yesterday in Joseph R. Vogel's office at Metro, as Ned Depinet and an imposing committee of industry executives told him he's Pioneer of the Year — and has their best wishes.

M. P. Daily picture



MPA, British Reach Employment Agreement

By WILLIAM PAY

LONDON, Aug. 8.—An agreement has been reached between the Motion Picture Association of America and the Association of Cinematograph Technicians on the employment here of foreign producers and directors. The

(*Continued on page* 6)

PERSONAL MENTION

ROBERT S. TAPLINGER, Warner Brothers vice-president and director of advertising and public relations, will leave New York next Wednesday for Europe.

•

SILAS F. SEADLER, M-G-M advertising manager, and GEORGE MUCHNIC, vice-president of Loew's International, who arrived in Hollywood this week from New York, are leaving there with HOWARD STRICKING, studio publicity head, for San Francisco.

•

FRED S. MEYER, 20th Century-Fox West Coast director of industrial relations and personnel, will return to Hollywood over the weekend from New York.

•

STEVE EDWARDS, advertising and publicity manager for Rank Film Distributors of America, will return to New York today from New Orleans.

•

BILL HENDRICKS, Warner Brothers West Coast studio publicity director, will return to the Coast studios today from New York.

•

EMERY AUSTIN, M-G-M exploitation head, is in Louisville today from New York.

•

ABE WEINER, regional sales manager for Rank Film Distributors of America, has returned to his Boston headquarters from New York.

•

ERIC EISNER, creative director of Arco Film Prods., returned to New York yesterday from Paris.

'Value,' 'Rain' U. S. Entries at Venice

The Motion Picture Association has been advised by the Venice Film Festival selection committee that the MPAA nomination of MGM's "Something of Value," has been accepted as the official American entry. Twentieth Century-Fox's "Hatful of Rain" has been invited to participate. The two films comprise the American entries for the 1957 Venice Film Festival starting Aug. 25.

Six from 20th in Dec.

Six CinemaScope productions are scheduled for release in December by 20th Century-Fox. The company points out that this is an exceptional lineup for the Christmas season.

The pictures are: "Peyton Place," "April Love," "The Singing Idol," "Fraulein," "Our Love," and "The Hell-Bent Kid."

TRADEWISE

By ONLOOKER

ODD that just about the time Bosley Crowther, film editor of the N. Y. Times, was telling the industry how its pictures should be advertised, Abram Myers, general counsel of Allied States, was telling reviewers how pictures should be reviewed. . . . Also, it was one of the few times that Myers has spoken out and found a majority of distributors in agreement with him. . . . As a matter of fact, it is easy to get the impression that unfair or smart-aleck reviews upset producers-distributors more than they do exhibitors. Just why that should be so, if it is so, lacks a ready explanation. It may be that the effects of the New Yorker type of reviews reach such an infinitesimal part of the motion picture audience that the exhibitors who become aware of them are realistic enough to realize that they are written for a non-film going audience and their effect on attendance is practically nil. . . . But the outburst puts Myers right in the corner, among others, of Max Youngstein, vice-president of United Artists. Said Youngstein in a letter to Motion Picture Herald last week: "It is my firm belief that Mr. Crowther doesn't know what he is talking about, and that he has lost all contact with the motion picture audiences." . . . Mike Todd's explanation of why he is using a dubbed French version of "Around the World in 80 Days" in Paris appears to make sense. Says Mike, "In my opinion, there are more Frenchmen than Americans in Paris, regardless of what you may think. If the Americans over there won't go to see my picture because the dialogue is in French, I don't care. I'll get them when they go back to Cincinnati and Milwaukee. The ones I want to see the film in Paris are the French."

HOW ABOUT THAT new press book idea of Paul Lazarus' and his staff at Columbia? It strikes many as being an important forward step in picture merchandising. Among those so believing are some of the other major company advertising-publicity executives who called Columbia to tell them so and to ask for additional details. . . . There are obvious advantages in simplifying press books and eliminating from them material that is rarely, if ever, used. An occasional producer's pride may be wounded when a six-page press book, instead of the old 24-page one, accompanies the release of his epic. But when he learns these six pages can help earn more for his picture than the former padded books, he's certain to be on Lazarus' side. . . . Understood that Norma Shearer, who was to have been proposed as a candidate for the new Loew's board of directors by management, has been eliminated from the slate. One of the reasons is said to be the filing of the Billy Brandt suit to recover $3,000,000 from Louis B. Mayer on the settlement of his contract giving him a residual interest in pictures produced during his tenure as MGM studio head. . . . Seems the Thalberg estate has similar residual rights and the suit against Mayer might possibly embarrass Miss Shearer were she to become a member of the Loew's board.

NOW THAT THE MPAA advertising-publicity directors committee is getting ready to put the Hollywood Jubilee on the road as the kick-off of the industry's better business program, those in charge could do a lot worse than find a place in the program for the film promotion week recently advocated by Sam Rosen, executive vice-president of Stanley Warner Theatres. If you read M. P. Daily you know the idea is to make up a feature length film of footage from the outstanding new releases of all companies and have it shown to the public without charge in the nation's theatres during off hours. . . . Doesn't Universal get participations in the earnings of its films on TV, as well as that $20,000,000 from Screen Gems over the seven-year period?

A.A. Slates ... Sales Meets

Allied Artists has called three ... gional sales conferences to discuss d... tribution plans on current and fort... coming product, Morey R. Goldste... vice-president and general sales ma... ager, announced yesterday. Two of t... meetings will be held this Saturd... and Sunday in New York and N... Orleans. The third will be convene... next weekend in Chicago.

The New Orleans conclave, to ... held at the Monteleon Hotel, will ... attended by branch managers fro... Jacksonville, Charlotte, Memphis, A... lanta, New Orleans, Oklahoma Ci... and Dallas. Arthur Greenblatt, hon... office sales executive, and James ... Prichard, Southwestern division ma... ager, will conduct the meeting. Fo... lowing the New Orleans assembl... Greenblatt will tour all Allied Artis... Southern exchange offices.

Goldhammer in Chair

The New York meeting, schedule... at the Warwick Hotel, for branc... managers from Boston, New Have... Buffalo, Albany, Philadelphia, Wash... ington, Pittsburgh, Cleveland, Detroi... Cincinnati and New York will b... headed by L. E. Goldhammer, North... eastern division manager.

Next weekend the Midwestern div... sion branch managers from Indianapo... lis, Chicago, Milwaukee, Minneapoli... Des Moines and Omaha will gather a... the Blackstone Hotel in Chicag... where Goldhammer will also head th... conferences.

To Remodel Pantheon

CHICAGO, Aug. 8—The Pantheo... Theatre, which closed three week... ago when the Balaban & Katz leas... expired, has been leased by Va... Nomikos. Operation will be resume... as soon as remodeling work is com... pleted.

'Love' to Roll Sept. 9

Allied Artists' "Never Love ... Stranger" will go into production her... at the Gold Medal Studio on Sept. 9 ... with John Barrymore, Jr., in the star... ring role.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

NT 'In Touch' With Pay-TV

From THE DAILY Bureau

HOLLYWOOD, Aug. 8.—National heatres is "keeping in close touch ith developments in pay-TV and is repared to take definite steps if it ppears desirable," Elmer Rhoden, resident, has reported to stockholdrs in a letter accompanying the finanial report of the circuit for the 39 eeks ended June 25. The statement f income was published in MOTION ICTURE DAILY today.

Rhoden Sees 'Many Problems'

"There are many problems involved pay-TV, and its economic feasibility yet to be demonstrated," Rhoden dded.

He also told the stockholders the ompany has investigated many proosals involving "diversification" in ther lines of business. "Although the anagement has not felt justified in aking a favorable recommendation n any proposal to date, it is continuig its studies and activities in acordance with the policy formulated y the board of directors," the circuit ead pointed out.

Real Estate Deals in Work

National Theatres has also made onsiderable progress" in disposing of nprofitable real estate and expects to eport soon on several deals now in he final stages of negotiation, accordg to Rhoden.

Clear 51 Theatres for TNT Fight Telecast

A total of 51 theatres has already een cleared for the closed circuit tele- ast of the Sugar Ray Robinson-Carmen Basilio world middleweight hampionship bout Sept. 23, Nathan . Halpern, president of Theatre Netork Television, Inc., announced yesrday. He said that approximately 00 more theatres are expected to be dded to the list.

This will give the bout the largest umber of locations for any fight yet andled by TNT, according to Halern. The previous high was for the ocky Marciano-Archie Moore chamionship fight, which was carried by 33 locations in 93 cities.

Decca Six-Month Net Rises to $1,742,600

Consolidated net earnings of Decca ecords, Inc. for the six-month peiod ending June 30, including the ompany's share of undistributed arnings of its subsidiary Universal ictures Co., Inc., amounted to 1,742,600, equal to $1.08 per share n the 1,602,501 outstanding shares f capital stock.

In the corresponding period of 956 Decca reported earnings of 1,536,521, equal to 96 cents per hare on the same number of shares utstanding.

Who Goes to the Movies.....

A penetrating study of the motion picture audience prepared for the Saturday Evening Post by Alfred Politz Research, Inc., is featured in Motion Picture Herald for August 10, out today. The study examines motion picture attendance by age, by sex, by family income and by education, breaking down in each case the frequency of attendance.

Exhibitor Fined on Oklahoma City Suit

Special to THE DAILY

OKLAHOMA CITY, Okla., Aug. 8—U. S. Judge William R. Wallace in the Federal Court here entered judgment for $12,000, plus interest and attorneys' fees of $1,200 against exhibitor Volney E. Hamm of Lawton, Okla., who operates 6 theatres and drive-ins in Oklahoma and Texas.

The action, brought in the name of Edward A. Sargoy and Joseph L. Stein, attorneys for Paramount, Loew's, Twentieth Century-Fox, Warner Bros., Universal, and Columbia, was on a promissory note given by Hamm to settle distributor claims arising after an examination of his theatre records in March, 1956. The defense had claimed fraud, duress and lack of consideration in challenging the Sargoy & Stein audit procedures.

Select Winner Today In 'King' Contest

Jane Russell will join a panel of trade publication editors here today to select the winner in United Artists' King of Showmen contest, which will award $2,500 in cash and a trip to Hollywood to the theatreman who staged the best local campaign for Russ-Field's "The King and Four Queens."

Open to U.S. and Canada

Miss Russell heads the Russ-Field organization with her husband, Robert Waterfield. The $2,500 cash prize for the King of Showmen is reported to be the biggest single award ever offered to theatremen in a local campaign contest. The competition was open to every theatre in the United States and Canada playing "The King and Four Queens" prior to June 1.

Three Exceptions to Mass. Minimum Wage

Special to THE DAILY

BOSTON, Aug. 8—The Massachusetts Minimum Wage Commission has accepted the new wage rate for the amusement and recreation industry—effective Oct. 1—at 95 cents per hour for all workers with the exceptions of cashiers, ticket takers and ushers, it was reported today. For ushers the minimum will be 85 cents and for the other two exceptions, 90 cents.

However, the rate for ushers could be raised to 90 cents if a bill now pending in the legislature is passed. This bill asks that 90 cents an hour be the new "floor" for all industries covered under the minimum wage exceptions.

MPA Brochure Reports On Code Questionnaire

A brochure titled "Self Regulation in Movie Advertising," setting forth to exhibitors and other members of the industry the aims, purposes and benefits of the Production Code and Advertising Code has been released by the Motion Picture Association of America.

A feature of the eight-page booklet is the report of results of a survey made by the MPAA in which newspaper editors were asked to answer four questions:

(1) During the year have you rejected or altered any motion picture advertising on moral or ethical grounds? (57 per cent of the replies said "Yes").

(2) If so, would you indicate how many pictures or releases were involved (74 per cent of the replies said "A few" or "Very few").

(3) Does your newspaper through the editorial and/or business office receive letters of criticism of motion picture advertising? (89 per cent of the replies said "Not many" or "None").

(4) Do you think such letters are now more or less numerous than a year ago. (91 per cent of the replies said "Less" or "Same").

New Providence Drive-In Has Capacity of 1,700

Special to THE DAILY

PROVIDENCE, R. I., Aug. 8—The new Shipyard Drive-In Theatre, recently opened on the site of the former Walsh-Kaiser shipyard off Allens Avenue, is the first in this area which will operate on a year-round basis, seven nights a week. Constructed and run by Rifkin Theatres of Boston, it has a capacity of 1,700 cars.

With the opening of the Shipyard some 12 drive-ins are available to film patrons within a few minutes' time from the center of the city.

WGA-W Acquires Land For Own Coast Building

From THE DAILY Bureau

HOLLYWOOD, Aug. 8 — Writers Guild of America, West, has announced the purchase of a $90,000 site for a permanent building to cost, total, $250,000. The committee making the purchase, which culminates a three-year search, is chairmanned by Frank Nugent.

The site, located at the corner of Beverly Boulevard and Almont Drive, Beverly Hills, is 100 by 110 feet.

. . . NEWS ROUNDUP

SMPTE to Honor Pohl

The Society of Motion Picture and Television Engineers has selected Wadsworth E. Pohl, technical director of the motion picture division of Technicolor Corp., Hollywood, to receive its Herbert T. Kalmus Gold Medal Award. Presentation will take place on Oct. 4 during the Society's 82nd convention at the Sheraton Hotel, Philadelphia.

Renovation at Spokane

Morris Nimmer, operator of the Y Drive-In Theatre at Spokane, Wash., has announced that plans have been completed for enlargement of both the concession and projection buildings, also the capacity of the theatre will be increased to 850 cars. The screen also will be enlarged.

Coast 'Raintree' Date

M-G-M's "Raintree County" has been set for a Southern California roadshow engagement in early October at the Stanley Warner Beverly Theatre in Beverly Hills.

Sidney Signs Cantinflas

Cantinflas, Mexican comedian, will star for George Sidney Productions in "Broadway Magic," which Sidney will make for Columbia Pictures in association with Jack Gelman.

'Paradise' Here Sept. 24

"Search for Paradise," Lowell Thomas' new Cinerama adventure, will open at the Warner Theatre here on Tuesday, Sept. 24.

Petition for Sale of Newport Circuit Denied

Special to THE DAILY

NASHVILLE, Tenn., Aug. 8—As an echo of the nearly 20-year-old Crescent Amusement Co. anti-trust suit, district Federal court judge, William E. Miller, denied the petition of Cherokee Amusement Co., co-defendant of Crescent, for the sale of Newport Amusements, Inc., to Mrs. Thomas O'Hara.

The denial was based on the fact that Mrs. O'Hara is the daughter of W. H. Parrott, owner of Cherokee, which the court did not consider a divestiture of ownership as required in the anti-trust decree. Newport Amusements, Inc., operates houses in Tennessee, North Carolina, Georgia and Alabama.

PEOPLE

Bickford O. Weber, production liaison at AB-PT Pictures, Hollywood, has been named assistant to vice-president **Harry L. Mandell.**

□

Joe Brecheen, for 20 years in branch managerial posts with RKO Radio, has joined Buena Vista as branch head in Washington. He succeeds **Bill Friedman,** who has resigned.

□

Joseph F. Goetz, former RKO Radio executive, has been named network coordinator for **Connie B. Gay's** radio and TV enterprises. He will coordinate the two **James Dean** shows on the CBS network and will serve Gay's radio stations in Arkansas, Kentucky and North Carolina.

IT'S A HIT!
in Atlanta



BUT...will it be a hit in your house?

It went over big in Atlanta... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

REVIEW:

Pickup Alley

Warwick—Columbia—CinemaScope

HOLLYWOOD, Aug. 8

VICTOR MATURE AND Anita Ekberg, last seen together in "Zarak," another Warwick Films production for Columbia release, provide top billing strength for this completely different kind of picture in which they have Trevor Howard for marquee company in areas where his name on a marquee means money in the cash drawer. In sharp contrast to the colorful "Zarak" romance played out by Mature and Miss Ekberg against desert background and to the accompaniment of military conflict, "Pickup Alley" is a story of smuggling—specifically the smuggling of narcotics—and the relationship between the stars is that of police officer to lawbreaker. There is no mutually-forgiving clinch at the close of the film by way of compromise with the happy-ending formula followed in stories less realistically produced. In point of conviction, this offering from the House of Warwick is superior to its predecessor.

"Pickup Alley" was filmed principally in Europe, and the screenplay takes the audience on an actionful tour of London, Lisbon Rome, Athens, finally New York, with the camera giving commendable attention to the scenery and structures of permanent interest as well as to the chasing, fighting plotting and killing, pursuing and fleeing, which make up the story by A. J. Forrest and the screenplay by John Paxton. A large number of characters, portrayed by capable actors from both sides of the Atlantic, enact the story at a high rate of speed and with conviction.

The picture was filmed under the title of "Interpol," which is the short term for the International Criminal Police Commission, an organization set up by 52 nations to fight, cooperatively, the forces that conduct the international traffic in drugs. The picture shows in terms of action some of the ways in which the member nations bring their combined powers and resources to bear in the common interest.

THE STORY opens in New York, where Mature, a Narcotics Division detective, pledges himself to find and apprehend an international lawbreaker, played with vigor and plausibility by Howard, who he feels sure has murdered his sister, also in police employ, on learning her official identity. Always given to playing a lone hand in the detective business, Mature is coached by his superiors against undertaking unilateral action, and sets out to track down the smuggler and his underworld minions. Miss Ekberg enters the picture as a girl minus passport who runs errands for Howard, under threat of exposure, and believes she has killed a Howard confederate while resisting his amorous advances. When Mature learns that she is carrying out Howard assignments in the European capitals he trails her, knowing she will lead him ultimately to Howard, and in the course of his trailing there are many physical conflicts with the Howard henchmen who, in turn, shadow him. The picture ends, after many complications and incidents revealing police methods in the various countries, and the cooperation of the Interpol nations, on the docks of New York.

Although narcotics and the traffic in them are referred to frequently in dialogue, and there is no cloaking of the fact that drug traffic is the evil being coped with, there is only one scene in which an identified addict appears. In this scene the addict undertakes to administer a narcotic to herself but is thwarted by Mature.

The picture was produced by Irving Allen and Albert R. Broccoli, with Phil C. Samel in association, and directed by John Gilling.
Running time, 91 minutes. General classification. Release, in August.

WILLIAM R. WEAVER

Aid of Armed Forces Pledged 'Big Red 1'

From THE DAILY Bureau

HOLLYWOOD, Aug. 8 — Writer-producer-director Samuel Fuller has announced that the Army, Navy and Air Force have pledged complete cooperation in the filming of his "Big Red 1" (meaning First Infantry Division) in this country, North Africa, Sicily, England, France, Belgium, Germany and other World War II battle sites.

UA Will Have 10 Films In Work by September

United Artists will have 10 top-quality films in production in the U.S. and abroad by the beginning of September. Five are currently in work and five others are about to go before the cameras.

"Time Is a Memory" will start on Aug. 15. Four films to roll on Sept. 3 are "Run Silent, Run Deep," "God's Little Acre," "Jack O'Diamonds" and "Hard as Nails."

Mosquito Plague Hurts Chicago Drive-in Business

Special to THE DAILY

CHICAGO, Aug. 8 — The sudd existence of a mosquito plague blamed for a setback in drive-in the tre business locally. Early in the se son outdoor exhibitors had the op mistic outlook that this year's busine might be better than 25 per ce over last year. But the appearan of the biggest swarm of mosquitos many, many years followed the o pressively hot and humid weath which descended on the Chicagola area in the month of July.

Drive-in operators are attempti to combat the menace by circling t theatre grounds with foggers two three times daily, but operators fe they will continue to have cause f alarm until permanently cool weath settles over the midwest.

Northwest to Negotiat On Availability Shift

Both the Milwaukee and the Mi neapolis-St. Paul exchange areas ha expressed a willingness to sit dow with distributor representatives to di cuss the availability of prints for sub sequents.

While still charging that the shor ening of the gap between first an second runs has been used as an a tempt to force competitive biddin Ben Marcus declares that he is willi to discuss a shift in exhibition pra tices in the Milwaukee area wit representatives of United Artists.

The Milwaukee problem is simil to that in Minneapolis and St. Pau In both areas the Allied units ha hinted at a boycott.

Communicates with Heineman

In a letter released yesterday t William J. Heineman, vice-presider in charge of distribution for Unite Artists, Marcus stated that he was staunch advocate of new methods i production and merchandising films, but he declared at the sam time that the plan proposed for "Swe Smell of Success" was "nothing new. It was an attempt to introduce force bidding, he stated.

Marcus said he believed that 2 days is too long a period between firs and second runs. Ten Milwaukee thea tres get film on this basis now. Ex hibitors are willing to study a 14-da availability because it is possible tha only half of the present second-run would move into the new release plan

Martin Lebedeff has been appointe a committee of one by the Twi Cities Allied unit to negotiate with th exchanges.

'Young' Sets Record

Columbia's "The Young Don't Cry had a "record-breaking" world pre miere engagement at the Weis The atre in Savannah, Ga., grossing $4,10 for the first four days of the run, the atre management reported.

Half of K.C. Theatres Showing 1st-Run Films

Special to THE DAILY

KANSAS CITY, Mo., Aug. 8 — The number of indoor and drive-in theatres in Greater Kansas City playing first-run attractions has reached an all-time high this week, with 22 show places in that category. The theatres presenting first-run programs represent nearly half of the total number of drive-ins and indoor houses in the area.

The condition has been brought about, in part, by the fact that three downtown theatres, the Roxy, Missouri and Tower, are on long-run policies and distributors have been forced to make deals with neighborhood houses and drive-ins in order to have outlets for product. In addition, some drive-ins and neighborhood theatres have been increasingly turning to periodic first-run programs to boost business at the boxoffice.

Tax Relief Bill

(*Continued from page* 1)

as optimistic as he once was about getting a committee vote on his bill this session. The bill would make the 10 per cent ticket tax apply only to tickets costing over $2, rather than 90 cents as at present.

The Ways and Means Committee, which has been laboring for several weeks on bills called up by committee members, has bogged down in hassles over several far-reaching bills, and progress has been slow in recent days. A committee vote still is possible, but not as likely as when the bill was introduced early last week.

There has been some speculation that an attempt might be made in the Senate to tack additional admissions tax relief on as an amendment to some House-passed tax bill. A likely vehicle would be a bill reported by the House Ways and Means Committee today, to lift the admissions tax from tickets to performances of municipal light opera companies. However, the Senate amendment route does not seem too promising an approach this late in the session, either.

Many members of the Ways and Means Committee feel that there should be some substantial revision in many excise rates next year, and it might be that the admissions tax could be included in such action, if it materializes.

Green Suit Postponed

ATLANTA, Aug. 8—The anti-trust suit of William Green, theatre owner here and former operator of the Palmetto Theatre in Palmetto, against the East Point Amusement Co., Eastpoint, Ga., Lam Amusement Co. and major exchanges in Atlanta, has been postponed in Federal Court until after the first of the year. Illness of O. C. Lam, president of LAC, made the postponement necessary.

Ray Schmertz

(*Continued from page* 1)

managership, and that Herman W. Hallberg, salesman at Indianapolis, has been named branch manager at Omaha.

A native New Yorker, Ray Schmertz attended Ohio State University and joined 20th's Cleveland office in 1937 as assistant ad sales manager. Moving up through the ranks, he advanced to the sales manager post by 1952 and last year was promoted to the top spot at Indianapolis.

Kinser Joined in 1928

Howard Kinser joined 20th's Dallas branch office in 1928 following attendance at Southern Methodist University. Starting as a stenographer, he subsequently became assistant booker and booker and, in 1932, was transferred to Oklahoma City where he became a salesman. Following his World War II military service, Kinser resumed his salesman's duties at Kansas City where he served until his new Indianapolis appointment.

Herman Hallberg attended Central Normal College, Danville, Ind., and worked for RCA prior to World War II. Following three years as a radio operator and gunner on a B-24, he returned to civilian life and joined 20th's Indianapolis office. A succession of rapid promotions preceded his selection as Omaha branch manager.

RKO Billings Rise

(*Continued from page* 1)

and that theatre construction in Europe is on the upswing. Older theatres, too, Bellfort said, are being renovated to make them more attractive to patrons. Bellfort also disclosed that RKO has just opened new ultra modern offices in Geneva and is remodeling its Paris headquarters.

Bellfort told the press he is here to complete some production deals initiated in several countries including Germany, France and Italy. Some of the arrangements he hopes to consummate are co-production deals, and others he labelled "straight production deals." In the past, he said, RKO has picked up local product and released them throughout Europe. These were distribution arrangements only.

'New Departure,' He Says

The present business deals, Bellfort said, represent a departure for RKO. In these cases, the company will finance the European productions in whole or in part. He added that the product already picked up amounts to from 20 to 25 per cent of RKO's European business this year.

Crescent to Build

NASHVILLE, Tenn., Aug. 8.—Webb Hayes, first vice-president and treasurer, has announced plans of Crescent Amusement Co., for construction of a $300,000 office building on West End Ave., near 26th Ave., for lease.

Television Today

Col. Denies Plan to 'Spin Off' Screen Gems

A spokesman for Columbia Pictures said yesterday that speculation to the effect that the company may "spin off" its subsidiary Screen Gems is "as of the moment without foundation." He added that "no thought on the part of management has been given to the subject."

It was reported in the August 5 issue of "The New York Times" that industry sources expect a "spin off" because "such an action would give the parent company a decided tax advantage."

To Project Telemovies At 3-to-4 Aspect Ratio

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 8. —Two telemovie technicians, Louis Johnston, Stillwater, Okla., and John Holmes, Altus, Okla., who are installing equipment in the local project, said here today that a 3 to 4 aspect ratio would be used for films shown in the system.

Holmes is one of the technicians of Video Independent Theatres, Inc., Oklahoma City, and its subsidiary, Vumore Company, who work on their community antenna systems which are operated in several southwestern Oklahoma towns. Johnson is one of the company's top projectionists who helped develop modifications on booth equipment during the advent of 3-D and wide-screen.

Three Years with Vumore

Holmes, an electronics engineer, has had considerable experience in the field of television, before joining Vumore three years ago.

Various phases of the project have been broken down into different fields. Stan Socia of Oklahoma City is heading the overall installation.

A total of 50 miles of coaxial cable has been strung in the city to date. A total of 74 miles of cable will be strung before the project is considered complete.

Telemovies will not be available to persons or businesses in the business district of the city. The reason given by Phil Hays, local telemovie manager, is that the cost of clearing telephone poles in the area is prohibitive. Telephone lines must be a certain distance from the cable to prevent the picture being "garbled."

Hays said not all of the cable could be strung by the opening date, Sept. 3, but would be by Oct. 1.

Sign Everett Sloane

Everett Sloane has been signed to play the lead in "Official Detective," a new half-hour TV film series of 39 episodes, being produced by Desilu for National Telefilm Associates. The series will be ready for fall release.

Bryna Sets New Series

From THE DAILY Bureau

HOLLYWOOD, Aug. 8. — Kirk Douglas' Bryna Productions, which is filming "The Vikings" in Europe for United Artists release next spring, today announced Bryna Productions will enter the television field with an adventure series to be called "King of the Vikings," aimed for airing six months following the release of the theatrical production.

Edward Lewis to Produce

Douglas, who stars with Tony Curtis and Janet Leigh, in "The Viking," will not appear in the television series, although the latter will be written and produced by Edward Lewis, who scripted the feature picture. A Bryna spokesman said the company is making a TV entry so that research conducted for the feature picture may be capitalized to the full, and so that the company advantages that accrue from continuous production activity, as contrasted with periodic filming of a single picture, may be had.

'Shock' Title of First 'U' Films from SG

"Shock!" is the title of the first group of Universal pictures to be released by Screen Gems, Ralph M. Cohn, vice-president and general manager of the Columbia Pictures television subsidiary, announced here yesterday.

Consisting of 52 "horror" films, including such famous ones as "Frankenstein," "Dracula" and "The Invisible Man," the "Shock!" group will be made available immediately so as to be ready for telecasting this fall, Cohn said. Some of the other pictures are "House of Horrors," "Werewolf of London," "The Mummy," "The Cat Creeps" and "Horror Island."

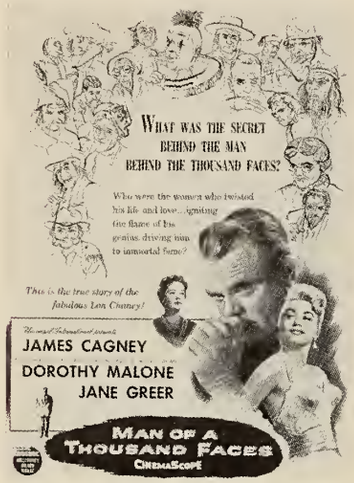
"We decided to make these thrillers our first release," Cohn said, "because the grouping of feature films with a common mood provides advertisers and broadcasters with solid and continuous programming themes."

Arden Show Slated

Eva Arden will star as Liza Hamilton, a widowed novelist, in CBS-TV's "The Eve Arden Show," based on the autobiography of author Emily Kimbrough, which will have its premiere Tuesday, Sept. 17.

Co-star of Miss Arden will be Allyn Joslyn.

National Pre-Selling



Man of A Thousand Faces

One of the full page ads which will appear in national magazines.

WITH the stars of the picture brought out strongly against a background of the film's story line, Universal's national magazine ads are designed to compel attention and convey the atmosphere of the Lon Chaney era.

To a combined readership of many millions during the month of August, the ads will appear in "Life," "Look," "True Story," "True," "True Confessions," "Photoplay," "Motion Picture," "Movie Life," and "Movie Star Parade."

•

"A Hatful of Rain" receives attention from two sources in the August 20 issue of "Look." This new film is reviewed and Anthony Franciosa, who plays an important part in this fascinating new picture, is profiled in the issue.

"Look's" reviewer says, "Besides being a bold and sensitive study of dope victims, this colorful film is also a warm and sometimes genuinely funny story of turbulent family relationship."

•

A unique color ad on "Jeanne Eagels" appears in the August issue of "Life."

•

"Elia Kazan made 'A Face in the Crowd' such a powerful and provocative production that it deserves a review, even though it already has been released," reports Florence Somers in the August issue of "Redbook." "It is a brilliant, beautifully produced characterization of the rise and fall of a man."

•

The August issue of "Assisi," monthly magazine published by the Franciscan order in Dublin, Eire, devotes its cover and a special four-page news supplement insert to Cecil B. DeMille's production of "The Ten Commandments."

WALTER HAAS

Vogel Is Honored by Motion Picture Pioneers

(*Continued from page* 1)

the eleventh industry leader so honored.

Presiding at yesterday's ceremony was Ned E. Depinet, president of the Pioneers, who said:

"It is a source of great satisfaction to appoint you as the Pioneer-of-the-Year. This is a tribute from an organization composed of those who have served the industry and the public for 25 years or more. We are most careful in our annual selections, and I think it can be fairly said that the choice of Joe Vogel is a natural and unanimous one.

"Joe Vogel is a self-made man. He started as an usher and he became president of Loew's Theatres. Now he is guiding the destiny of Loew's-MGM. A pioneer is a person who blazes new trails, and we have absolute confidence in the new trails that Joe Vogel will blaze for Loew's-MGM."

Vogel was obviously moved.

"I feel duly honored at being elected Pioneer-of-the-Year," he said. "This tribute from my distinguished associates who have served the motion picture industry for more than 25 years is deeply appreciated. I realize that while I am the personal recipient of the honor, it is primarily an acknowledgment of the part the Loew company has played as a service to the industry and the public.

Predicts Leo's Loudest Roar

"From a corporate point of view we are going through a stormy period, but we will win out over the forces of destruction. The plans that we have at our studio for important productions are the best contribution that can be made at this time to the welfare of the theatres of America. We have many practical plans and a great deal of talent to execute those plans. Given a proper chance, the Lion will roar louder than ever.

"These are words of assurance I can give to the Motion Picture Pioneers, and I thank this organization again for singling me out as recipient of this honor."

Industry leaders present at the brief ceremony yesterday were Charles Alicoate, Robert Benjamin, Harry Brandt, George F. Dembow, Sam Dembow, Jr., Russell Downing, Charles Feldman, Si Fabian, William J. German, Alex Harrison, William J. Heineman, Marvin Kirsch, Arthur Krim, John J. O'Connor, Bob O'Donnell, Martin Quigley, Jr., Arnold Picker, Sam Rinzler, Herman Robbins, Ed Rowley, Sol Schwartz, Spyros Skouras, and Harry J. Takiff.

Ban Continued

(*Continued from page* 1)

B. Mayer and Sam Briskin to membership on the board.

The temporary injunction first issued Tuesday by Judge Harold Stevens and continued yesterday by Judge Morris Spector is based on the fact that the call for a stockholders' meeting by Joseph R. Vogel was in accordance with the company's by-laws.

Yesterday's New York hearing on a plea for continuance of the stay was made in behalf of Jacob Starr and Richard A. Sprayragen, stockholders, who charged Tomlinson and his associates were trying to seize control of the company. It drew a battery of lawyers and observers.

Objection by Nizer

There also was a surprise intervention by another stockholder, Norman S. Nemser, who appeared as his own attorney and opposed holding the stockholders' meeting. The court asked him why, but his answer was not clear. After he had spoken at length he asked permission to file a brief. Louis Nizer, special counsel for Loew's, objected. He insisted speed was necessary to protect the company. The court asked Nemser how long it would take for him to file his brief. He promised to have it ready this afternoon, so the court ordered the attorneys to exchange papers and present them at 4 P.M. He said no further hearing would be necessary. In the meantime he continued the temporary injunction and said he would rule later on the plea for continuance of the injunction.

Improperly Served, Says Pollack

Milton Pollack, attorney for Tomlinson, began the arguments after the court had taken a recess to study the papers. He objected that he had not been properly served.

Former Judge Ernst E. L. Hammer, appearing as counsel for Starr and Sprayragen, discussed some of the points of law involved, and then Nizer, as special counsel for Loew's, reviewed the history of the controversy.

Benjamin Melniker, general counsel for Loew's, sat at Nizer's side. And Harold A. Lerman acted as aide to Judge Hammer.

Nemser argued that the New York court action was an interference with the jurisdiction of the Delaware court, but this did not seem to impress Judge Spector.

Mann Snubbed; Won't Shoot 'Acre' in Georgia

From THE DAILY Bureau

HOLLYWOOD, Aug. 8.—Director Anthony Mann, producer Sidney Harmon and author Erskine Caldwell, whose Security Pictures production of Caldwell's "God's Little Acre" was to start Sept. 3 on the story's locale in Augusta, Ga., and its environs, today told the press that "organized harassment" by Augusta officials and residents, "literally stopped our extensive preparations to make the film there."

Mann told the press, "We were denied facilities of the town and the surrounding farms and bluntly told we were not wanted. Therefore we will not make the picture in Georgia."

Mann and his associates said arrangements had been made with a mill owner and others to use their properties for backgrounds, but these arrangements were cancelled at the last moment in what appeared to be a general change in attitude due in part to editorials in the local press.

Mann said he believes the South's position in regard to national issues is such at this time, that Georgians are "unusually sensitive." He said a suitable site elsewhere, possibly in Louisiana, will be used.

$14,537 for Horror

"The Curse of Frankenstein" in a midnight "screamiere" at the Paramount Theatre grossed $14,537 from midnight Tuesday night to midnight Wednesday night.

MPA, British

(*Continued from page* 1)

agreement, announced by the Ministry of Labour, provides that not more than 12 foreign producers or directors a year shall be employed on British quota features distributed by the seven companies which are members of the MPAA.

An exemption clause provides that an exception shall be made where the maker of a picture is also a member of the British Film Producers Association, or the film in question is very expensive and at least one British producer, associate producer or director is engaged, or by special agreement.

The arrangement is to run for 12 months from Oct. 1, 1957, and is designed to insure the continued employment of a reasonable proportion of British producers and directors on the production of quota features without impeding their production.

Paramount Net

(*Continued from page* 1)

of $1,060,000, representing 53 cents per share, compared with $950,000 or 45 cents per share reported in 1956.

The 1957 earnings mentioned above do not include a non-recurring capital profit of $2,329,000 or $1.12 per share for the second quarter and a capital profit of $2,679,000 or $1.28 per share for the six months.

In addition the board of directors of Paramount yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Sept. 13 to holders of record Sept. 3.

Kramarsky, March Unite

HOLLYWOOD, Aug. 8 — David Kramarsky, co-producer of "Dino," has announced his affiliation with David March to produce two features, "Teenage Terror" and "Tough and Tender." Release channel will be chosen following completion.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 29 NEW YORK, U.S.A., MONDAY, AUGUST 12, 1957 TEN CENTS

Set Delaware Hearing Aug. 22 in Loew's Fight

Proxy Statement Mailed; Ask Meyer, Tomlinson Ouster

Proxy statements and a detailed explanation of the call for a special meeting of Loew's, Inc., Sept. 12 are being mailed to stockholders in accordance with the Securities and Exchange Commission rules.

This action ignores the prohibition set up by the "rump" meeting of directors held July 30. It was made known while the company's answer to Joseph Tomlinson's petition in Delaware Chancery Court for validation of his moves was being filed there.

Joseph R. Vogel's letter to stock-

(*Continued on page 7*)

Expect Decision Here Soon On 'Interference' Injunction

Justice Morris Spector in New York Supreme Court is expected to decide shortly whether to issue a permanent injunction to prevent interference with the Loew's, Inc., stockholders' meeting called for September 12. A temporary injunction issued by Justice Harold Stevens last Tuesday is now in effect.

Final papers in the arguments of both factions, including Thursday's petition of Norman S. Nemser, arguing for himself as a stockholder, will be in Justice Spector's hands by 10 A.M. today. He has declared that he will render a decision without further delay.

Management Says Of 'Rump' Board Suit: 'Illegal'

By JAMES M. JERAULD

WILMINGTON, Aug. 11.—Chancellor Collins J. Seitz received on Friday the Loew's, Inc., answer to Joseph Tomlinson's petition for validation of the "rump" directors' meeting held July 30 and set Aug. 22 as the date for a hearing. The reply, accompanied by a cross complaint, introduced some new allegations on the illegality of the meeting of Tomlinson's supporters.

The papers were presented by Berl, Potter & Anderson, Delaware attorneys, in behalf of Phillips, Nizer, Ben-

(*Continued on page 7*)

'ig Three' lope Common larket Aids ompetition

iggest Europe Cut Annual oduction to 220 Pictures

By HENRY KAHN

PARIS, Aug. 7 (By Air Mail).— ance, Germany and Italy, or the ig Three," hope that the Common rket will help the continent to t not only Hollywood but British npetition as well. This view was pressed here by Claude Degand,

(*Continued on page 2*)

erguson Replaces eSieur at Columbia

Robert S. Ferguson has been appointed director of advertising, publicity and exploitation for Columbia ctures, succeeding Howard LeSieur, who resigned st Friday, it as announced the weekend vice - president Paul N. azarus, Jr. LeSieur, who ad served in he position ace December, 951, said there ad been an amicable settlement" of his con-



Robert Ferguson

(*Continued on page 3*)

See 'Farewell to Arms' On Roadshow Policy

David O. Selznick's "A Farewell to Arms" will be distributed by 20th Century-Fox on a roadshow basis, it was learned here at the weekend. Sales executives are as yet undecided whether policy adopted will be two-performances-a-day exclusively or

(*Continued on page 3*)

'Ten' Gross to Date Is $23,000,000

In some 300 engagements Cecil B. DeMille's "The Ten Commandments" has grossed more than $23,000,000 to date, Paramount Pictures reported at the weekend. Of this more than $2,000,000 was accounted for at the Criterion Theatre here where the picture is now in its 40th week.

Business at the Criterion has been consistently strong since the opening,

(*Continued on page 2*)

General-Tax-Cut Talks By House Group in Jan.

From THE DAILY Bureau

WASHINGTON, Aug. 11. — The House Ways and Means Committee will hold far-reaching hearings in January on general tax cuts and also more technical tax changes.

This was decided Friday at a meet-

(*Continued on page 3*)

Test Projection of Telemovies Picture; Viewer Finds It 'Brilliant in Detail'

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 11—Telemovies passed its first main test late last week when technicians who are installing the intricate electronic equipment for the system were able to put a "live" picture from their studio through a coaxial cable to a television set.

The demonstration was held exclusively for MOTION PICTURE DAILY's correspondent here, who found the picture deep in contrast and brilliant in detail. It seemed superior to the quality of regular TV reception in this vicinity, where three stations are received very well.

Rothafel Off to Europe To Sign Foreign Talent

Robert C. Rothafel, managing director of the Roxy Theatre, left New York by plane on Friday for Rome where, accompanied by Betty Murray, he will seek in Italy and other parts

(*Continued on page 2*)

Television Today

Page 6

Lifelike color in every scene Pathé

CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

PERSONAL MENTION

LEO SAMUELS, president of Buena Vista, plans to leave here this week for the Coast. He will be accompanied by IRVING LUDWIG, domestic sales manager; CHARLES LEVY, director of advertising-publicity; ROBERT DORFMAN, exploitation manager, and JAMES O'GARA, Eastern division manager.

•

RUBE JACKTER, Columbia Pictures general salesmanager will leave New York today for Washington.

•

ERNEST EMERLING, Loew's Theatres director of advertising-publicity, left New York over the weekend for Dayton and Columbus.

•

CALVIN C. LEEDER, supervisor of branch operations for Rank Film Distributors of America, will leave here tomorrow for Boston, Cincinnati and Washington.

•

DAVID HAYES, vice-president of James Ellsworth Productions, left Hollywood at the weekend for New York.

•

CARY GRANT arrived here yesterday en route to Washington.

•

JANE RUSSELL will leave New York today for Toronto.

Rothafel to Europe

(*Continued from page* 1)

of the Continent talent for the big Broadway house.

Maria Antinea, South American star currently appearing on the Roxy stage, has been enthusiastically received, a fact which prompted the theatre to bring to America performers from abroad.

Comments After a Visit To Will Rogers Hospital

"I have seen the Will Rogers Hospital for the first time in my life. I don't mind telling you it's the greatest revelation I have ever seen. It's tremendous and I hope that I will be able to convey to all the people in Detroit my enthusiasm in everything pertaining to this drive for Will Rogers Memorial Hospital. — ***Moe Dudelson, Republic Pictures, Detroit, Mich.***

Three-Time Quigley Award Winner Selected as UA King of Showmen

Willis E. Shaffer, manager of the Fox Theatre, Hutchinson, Kansas, was selected Friday as the winner in United Artists' King of Showmen contest and will receive $2,500 in cash and a trip to Hollywood.

The award, given for the best local promotion of Russ-Field's "The King and Four Queens," was voted by a panel consisting exclusively of trade editors in the final judging held in UA's home office.

Shaffer, one of the most active showmen in the theatre field, is a three time winner of the Quigley Grand Award for Showmanship. He won in 1948 and 1949 for campaigns he staged at the Fox theatre in Atchison, Kan., and again in 1953 for campaigns at his present post in Hutchinson.

Jane Russell, who heads the Russ-Field organization with her husband Robert Waterfield, and Roger H. Lewis, UA National Director of advertising, publicity and exploitation, attended the awards session.

The $2,500 prize is the biggest single cash award ever offered in a local campaign contest. Every theatre in the United States and Canada playing "The King and Four Queens" prior to June 1 was eligible.

Shaffer and his guest will be taken to Hollywood for formal presentation of the King of Showmen Award, a studio tour and a meeting with UA stars.

Neither the size of the theatre nor the cost of the campaign was considered in the judging. Selection of a winner stressed ingenuity, practicability and efficiency of coverage.

'Ten' Gross

(*Continued from page* 1)

the company pointed out, and the average weekly gross at the 1700-seat theatre is slightly over $49,000. Variation in the gross has been brought about by increases in the number of performances of the picture at particular seasons, such as holidays.

Grosses to date at some other theatres are as follows: Warner's Beverly, Beverly Hills, 38 weeks, $902,000; McVickers, Chicago, 37 weeks, $1,154,000; Madison, Detroit, 37 weeks, $781,000; St. Louis Theatre, St. Louis, 12 weeks, $328,000; Pageant, St. Louis, 12 weeks, $66,000; Broad, Columbus, O., nine weeks, $132,000.

Also, World, Columbus, 13 weeks, $43,000; Warner, Pittsburgh, 21 weeks, $325,000; University, Toronto, 26 weeks, $339,000; York, Toronto, 11 weeks, $51,000; St. Francis, San Francisco, 12 weeks, $231,000; Stage Door, San Francisco, 11 weeks, $85,000; Beach, Miami Beach, 7 weeks, $116,000, and Colony, Miami Beach, 27 weeks, $160,000.

TV and Public Schools To Aid 'Legend' Drive

Batjac-Panama's "Legend Of The Lost," the John Wayne-Sophia Loren-Rossano Brazzi starrer, will have an unprecedented television and public school saturation campaign to exploit the geographical and historical aspects of the production.

Five 12-minute subjects, along with a 30-minute documentary, each with an individual story idea, edited from more than 30,000 feet of film, will be shipped for special handling by all UA exchanges this Autumn.

House Group to Probe Gen. Aniline Operation

From THE DAILY Bureau

WASHINGTON, Aug. 11. — A House commerce subcommittee said it has decided to investigate the operation of General Aniline and Film Co. by the Department of Justice and also the department's efforts to dispose of the company.

The huge film firm has been controlled by Justice through enemy-owned stock vested during World War II. Recently, the department announced plans to sell most of its stock interest.

Instituted by Subcommittee

The investigation was set by a subcommittee headed by Rep. Mack (D., Ill.).

Mack also announced that the subcommittee had put off until later this year or early next year hearings it began last week on legislation to dispose of enemy assets. He said this was because the Administration refused to cooperate with the hearings, claiming it was working on a new disposal plan and could not testify before the plan was ready next year.

Famous Couturiere to Present Fashion Show

Madame Fontana, Rome's foremost fashion designer, who created Ava Gardner's wardrobe in 20th Century-Fox's "The Sun Also Rises," will arrive in New York later this month to present a fashion show, "From the '20's to the '50's."

The show, which will be presented in conjunction with the Darryl F. Zanuck production, will include Miss Gardner's wardrobe in addition to several never-before-shown gowns.

'Big 3' Hope

(*Continued from page* 1)

who is documentation director of National Cinema Centre.

At a recent press conference ca by the Centre European de Specta Degand pointed out that too m films are now being produced by Big Three.

He suggested that the present films made by these countries be duced to 220.

He said that European produ spend from 20 million pounds to million pounds per year on films v a hope of getting back no more t 17 million. "They cannot hope to a greater return," Degand poi out.

Wants Market Research

He sees a solution in the Europ market, however, provided the Eu pean industry goes in for market search. "That is one thing we hav even started as yet," he pointed

"Unified European production the Big Three (with the possibi of co-production and co-finance w the Benelux countries) should down State support and help Eu pean producers," he said.

It is pointed out in France that idea of a Common Market for fil was first brought up by several Fren deputies as far back as 1953. The id then was to form a European Cine Community.

Number of Films Important

The ideal system, it is said, wou be for the Big Three to get togeth and draw up a plan. Firstly, th must decide how many films Euro can take and how many should produced.

Secondly, it is felt Europe shou have a single policy on the import tion of American films and show united front.

Thirdly, co-production must overhauled and re-examined sin films were tending to lose their n tional labels.

Fourthly, the European film indu try should integrate or at least reach close agreement.

Finally, there should be an agre ment on the prices of cinema sea and rental percentages.

'Secretariat' Suggested

Because the Centre European Spectacle is afraid that the Comm Market might get going without th cinema or might not give the cinem the consideration it deserves, it ha suggested to the governments of th countries concerned that a Europea Cinema Secretariat be set up to wat and advise and ascertain that the cin ma is included in the market and th the closest collaboration between th three countries in all their dealing is assured.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

GA-W Pleads for Return Original Screen Stories

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The ion picture industry could benefit iness-wise by turning back the ndar to times when original screen ies predominated in picture mate-, Writers Guild America, West, ed following a checkup of regis-ion department files. Research wed that 65 per cent of "hit pic-es" in the 1938-1952 period were ed on originals, whereas only 28 cent were from originals in the 3-1956 period.

erguson

(*Continued from page* 1)

t, which was to expire at the end he year.

erguson, who has been with Co-bia for 17 years, has been assis-to the director of advertising, licity and exploitation since Au-t, 1950. He entered the industry joining the Warner Bros. adver-ig and publicity department in 8, after having worked in the na-al advertising promotion depart-at of the Scripps-Howard news-ers.

Joined in 1940

He came to Columbia in 1940 and ed in the press book department as an advertising copywriter be-being named press book man-r in 1946.

ix-Cut Talks

(*Continued from page* 1)

between committee Democrats House speaker Rayburn (D., .).

Chairman Cooper (D., Tenn.) said hearings would start Jan. 7 and t persons or organizations interested testifying should notify the com-tee of their intention by Dec. 2 this year.

PEOPLE

Lee Ferrero and **Bob Boehnel**, of Warner Brothers home office pub-ty department, will head a special motion unit for William Goetz's ayonara." On the Coast, **Tom rlile** will head a similar unit with **lton Watt** for the production, which s produced largely on location in an.

□

George Fraser has been named by amount as international coordina-of promotion and public relations "The Ten Commandments." He will act as liaison to integrate company's worldwide promotion ivities with the global distribution ns of the sales department.

REVIEW:

Sea Wife

20th Century-Fox—CinemaScope

A TOUCHING AND moving, if somewhat familiar, story of a group of people thrown together by accident and their reactions to their isolated adventures is the unusually-titled "Sea Wife." Not only is it lovely to look at in color and CinemaScope, but also is comparatively short in these days of two-hours plus films and as a result its uncomplicated plot line appears to be more unusual than it really is.

The picture is told in flashback as Richard Burton, back home in England, vainly searches for Sea Wife via the personal columns of the newspapers and signs his messages Biscuit. Finally, an elderly man from his past, now confined to a mental home, calls him and their memories return to the beginning of World War II in Singapore when a ship, crowded with fleeing passengers, is bombed and a brutal scramble for temporary safety in lifeboats ensues.

Four people manage to climb on a rubber boat—Burton, the old man, the ship's Negro purser and a beautiful girl. Only the purser knows the girl is a nun and she begs him not to reveal the fact. Thus two stories are telegraphed although their execution is not. The old man, a callous and obstinate bigot, sees the purser not as an equal in their desperate and dangerous predicament but as someone to belittle, fear and eliminate. Burton, unaware of the girl's calling, falls in love with her and although her emotions are mixed she repels all his advances.

Among their adventures are a meeting with a Japanese submarine and an encounter with a violent storm which brings them close to an uninhabited island. There they build a raft to carry them to further safety but not until the bigot successfully prevents the Negro from leaving and in so doing sees him killed by sharks as he attempts to reach the raft.

Back in the present, Burton demands to know where the girl is (he had been taken to a hospital once they reached land) and is told she is dead although the old man knows the truth about her. The ending may seem somewhat incomplete inasmuch as both stories are concerned but it is all the more realistic and provocative.

The title comes from the fact that the four leading characters each have nicknames in their seagoing peregrinations. Thus Burton is Biscuit, the old man is Bulldog, the Negro is Number Four and the girl is Seawife, a legendary name for a mermaid. Basil Sydney is the most effective of the four as the cynic, Burton is a competent hero, Cy Grant capably avoids the pitfalls his role as the Negro could have created and Joan Collins, becoming more popular with each film, effects a welcome change of pace as the soft-spoken, thoughtful nun. Incidentally, what Burton and Sydney were doing in Singapore and their respective vocations are never explained which adds a confusing touch to a generally fine film. It was produced by Andre Hakim and Bob McNaught was associate producer and director.

Running time, 82 minutes. General classification. Release, in August.

JAY REMER

Chicago's World Plans French Film Week

Special to THE DAILY

CHICAGO, Aug. 11.—The World Playhouse has arranged to participate in an anniversary celebration which the local representatives of the French government will hold here the early part of October to honor the memory of Lafayette. The World will show specially selected French films for one week, with a complete program change each day.

A. Teitel, who founded the World Playhouse some 25 years ago, and who was the first to play a French film in Chicago at that time, will be awarded a "legion of merit" by the French government representatives "for the interest he has shown in presenting French films in the United States."

'A Farewell'

(*Continued from page* 1)

whether continuous showings will be scheduled in some theatres.

Shooting on the CinemaScope and DeLuxe Color film, which has been in production in Italy for the past six months, is expected to be completed this week. It is anticipated that the running time of the picture will be "in excess of two hours."

'Partner' Opens Strong

Regal Films' "God Is My Partner" grossed more than $400 in its opening night at the Vogue Drive-in, Medford, Ore., marking the top gross of any attraction since the drive-in was built, the theatre reports.

. . . NEWS ROUNDUP

Arthur Wilde Joins Whitney

Arthur L. Wilde has been named director of public relations for C. V. Whitney Enterprises. He has resigned as an associate of Blowitz-Maskel, Hollywood publicity organization, to accept the new post.

■

'Affair' to 90 Houses Here

Twentieth Century-Fox's "An Affair to Remember" has been booked for the Labor Day weekend by more than 90 neighborhood theatres in this area. The picture will open Aug. 28 at houses operated by RKO, Allied, Century, Skouras, Randforce, Brandt and J. J., among others.

■

Set 'Sun' Radio Spots

Twentieth Century-Fox has scheduled more than 1,500 spot announcements on ten major radio stations in the metropolitan New York area as part of its advertising campaign for the Roxy Theatre opening of Darryl F. Zanuck's "The Sun Also Rises," scheduled for later this month.

Altec Installs Sound For '80 Days' Showings

Altec Service Company has been engaged to install the sound system for several engagements of the Todd-AO version of "Around the World in 80 Days" as well as one 35mm engagement.

C. S. Perkins, Altec general manager, has assigned company field engineering personnel to handle installations at the Gary Theatre, Boston; Loew's Ohio, Cleveland; Capri, San Diego, and Clyde, Ft. Wayne. In addition Altec recently completed an installation at Reade's Paramount Theatre, Asbury Park, N. J., which is showing the 35mm version of the film.

Comments After a Visit To Will Rogers Hospital

"This was my first visit to the Will Rogers Memorial Hospital and I was very impressed at the view that could be seen from the hospital. It is more like a resort hotel than a hospital. In the lobby there are large, comfortable lounge chairs and you do not feel you are in a hospital. We had an opportunity of visiting the entire hospital, and I was amazed to see the amount of equipment they had and how well it was manned. I feel that everyone in the entertainment world should at some time visit this hospital to really appreciate what it means to the amusement industry."— *Thomas Tidewell, 20th Century-Fox, Jacksonville, Fla.*

THE GREATEST AIR SP
GETS A SKY-HIGH P

THE MIGHTY 24-SHEET POSTIN

THE MAMMOTH MAGAZINE CAMPAIG

THE GIGANTIC SELL OVER THE A



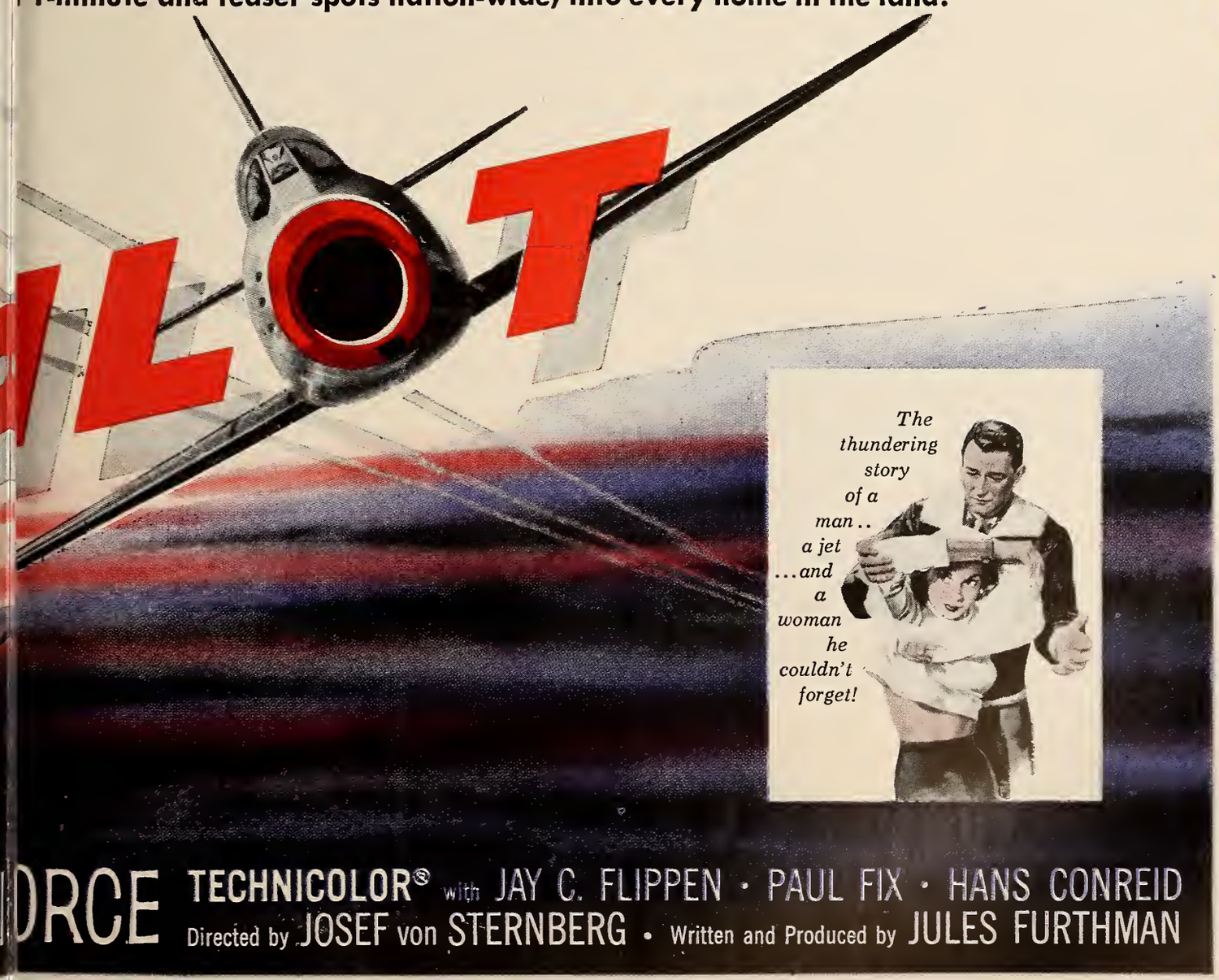
AVAILABLE STARTING SEPTE

?TACLE OF THE JET AGE
?-SELLING SEND-OFF!

Unprecedented national billboard campaign will blanket the nation! Coast-to-oast coverage of 59 major markets in 731 communities with a population of 5,294,000!

Spectacular display of full-color ads in 28 leading national publications, including FE, LOOK, THIS WEEK, AMERICAN WEEKLY and reaching an audience of over 00,000,000!

Hardest-hitting Radio and TV campaign ever to back a motion picture! A barrage f 1-minute and teaser spots nation-wide, into every home in the land!



ER 19! **BOOK IT NOW!**

RKO RADIO PICTURES Released by UNIVERSAL-INTERNATIONAL

Television Today



FIRST BUYER HONORS for California National Productions' new series, "Boots and Saddles—the Story of the 5th Cavalry," go to Boston's WNAC-TV. Sealing the sale with a handshake are Norman Knight (left), president, Yankee Division of RKO Teleradio Pictures, and Jake Keever, NBC Television Films vice-president. Mil Fenster (center), of RKO Teleradio Pictures' New York Office smiles approval. Others involved in the negotiations are (standing left to right): George W. Steffy, WNAC-TV vice-president; Len Rindquist, NBC Television Films New England sales representative; Jim Pike, WNAC-TV film director, and Jack Tobin, NBC Television Films eastern sales manager.

Mutual Changeover Becomes Official

The Mutual Broadcasting System, servicing more than 400 radio stations coast-to-coast, officially changed hands Thursday. The 23-year-old network was sold by RKO Teleradio Pictures, Inc., to a group headed by New York industrialist Armand Hammer. The new owners elected Los Angeles broadcaster Paul Roberts president and director and Hammer chairman of the board. Other directors named were H. Roy Roberts of Ojai, Cal., also designated treasurer; Frank P. Barton, Los Angeles attorney, also chosen secretary; Bertram J. Hauser of Short Hills, N. J., named executive vice-president; Arthur Brown of New York and L. M. Halper of Los Angeles.

Roach Seeks to Market 375,000 Shares at $3

From THE DAILY Bureau

WASHINGTON, Aug. 11 — Hal Roach Productions has filed a registration statement with the Securities and Exchange Commission, seeking registration of 375,000 shares of its $1 par common stock.

The company proposes to offer these securities for public sale at $3 per share through an underwriting group headed by S. D. Fuller & Co. of New York. The underwriting commission is to be 45 cents per share. The principal underwriter also will receive expense reimbursement not to exceed $20,000, plus reasonable fees of its counsel.

In addition, the principal underwriter is entitled to purchase common stock warrants at one cent per warrant, entitling the holder thereof to purchase 87,500 shares of common stock within five years at the price of $3.25 per share, according to the statement.

Hal Roach Productions was organized on May 27, 1957, for the purpose of carrying on the business presently conducted by Hal Roach Studios, the prospectus said. It is a producer of films for television. Net proceeds of the sale of the 375,000 common shares are to be added to working capital and used for general corporate purposes. However, the company may use a part of such funds to lease a studio in New York City, for the purpose of expanding its production of television film commercials.

The company has outstanding 375,000 common shares and 1,050,000 shares of Class B capital stock. Hal Roach, Jr. is president and chief executive officer. According to the prospectus, he owns all of the outstanding common stock of Hal Roach Studios; and, upon the sale of the 375,000 common shares, he will own all of the issued and outstanding 1,050,000 Class B shares, being approximately 74 per cent of all the stock to be issued having voting powers.



NO PROBLEM, Jack Smith of SSC & B said the other evening at the Warwick Hotel as he picked up one of General Sarnoff's latest portable TV's. It was his prize at the NBC hubbub for hungry and thirsty agency and newspaper men and women. Smith estimated that of the deluge of letters Howard Miller's "Club 60" Chicago variety show received, most were from New York state, and numbered 9,000. That's pretty close to the official 9,064. Media researcher Smith knows New York has 10 per cent of television homes, and took a conservative nine per cent of the letters. With him, hosts Howard Miller, and NBC spot sales director Jack Reber.—F. S.

TELEVISION TODAY picture

FEATURE REVIEWS

The Lawless Eighties

Republic—Naturama

HARTFORD, Conn., Aug. 11

Buster Crabbe is the best-known actor in this rather routine treatment of a post-Civil War episode on the American frontier. A Texas gunman, Crabbe drifts northward, takes a liking to young missionary John Smith and the latter's valiant efforts to bring peace and the Bible in place of shooting and violence.

Smith is a circuit rider, customary for this trying era following cessation of hostilities. Riding into Indian territory, he witnesses a cattle stampede spearheaded by outlaw Ted deCorsia and aides. Complaining to the regional Indian agent, he's told to forward a report to the nearby cavalry post.

Enroute, he's ambushed by deCorsia, but Crabbe, riding nonchalantly along, witnesses the fray and drives the villains off. The Indian agent hires Crabbe out as a gunman, ostensibly to protect U. S. property from marauding Indians, but Crabbe soon learns the agent is a double-dealing gent, planning to incite riot among the redmen and cavalry troops and then to assume control of vast cattle land. True to the tradition of resolute western heroes, Crabbe sees the light, rounds up deCorsia, and brings peace to the valley.

Rudy Ralston produced and Joe Kane directed from a screen play by Ken Gamet.

Running time, 70 minutes. General classification. Release, in May.

A. M. W.

Lady of Vengeance

United Artists

Revenge for a lady who has b wronged is the theme of this Balab Doddenfeld melodrama which has English setting. The Irve Tun screenplay at times imposes quit strain on credibility but does prov a fair amount of suspense.

In the story, a spoiled young la named Melissa (Eileen Elton) is astray by a despicable but handso villain who masterminds the Cor nent's most daring crimes. The lat gentleman who calls himself Karn (Anton Diffring) induces Melissa leave her millionaire step-fathe house and come along with him. In very short time, Karnak tires of M lissa, but she can't return home cause her step - father has order her out of his house permanently. S writes him a letter of forgiveness, as ing only for revenge, then throws h self in front of a train.

Grief stricken, William Marsh (Dennis O'Keefe) plans to avenge step-daughter's death by plotting murder the man who destroyed h Accordingly, Marshall sets a neat tr for Karnak by having him make a rangements for his own death. Wh cunning Karnak learns what a fool has been, he jumps into his car an heads for the open road posthaste. the very moment he feels he has co pletely outwitted Marshall, he appli his brakes, but finds they have be disconnected.

The players, particularly Ann Sear who plays O'Keefe's girl friend, an Patrick Barr, the police inspecto fight bravely to keep the script fro going under. For the most part th are successful. Most of the action, u fortunately, is talked about more oft than seen.

Running time, 73 minutes. Gener classification. Release, in August.

NORMAN MOR

Second Insurance Plan In Effect for the SAG

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — Th Screen Actors Guild has inaugurate a new health-welfare-hospitalizatio insurance program underwritten b the California Life Insurance Co., d signed to "provide base coverage whic pays benefits regardless of all simila insurance carried by members an their dependents." Enrollment is ope until September. Eight hundred mem bers are enrolled.

The program is additional to th present Guild insurance program.

Friendly Leaves RKO

Dan Friendly has resigned a vaudeville booker of RKO Theatre here. He will be retained as a con sultant and, after a brief vacation will make known his new affiliation

Loew's Proxy Action Hits Meyer, Tomlinson

Vogel Charges They Refused To Cooperate

(*Continued from page* 1)

olders explaining the reasons for the pecial meeting reviews many facts already known.

Stockholders will be asked to:

1. Remove from office two members f the board—Joseph Tomlinson and tanley Meyer "on my charges that hey have conducted a calculated campaign to disrupt the administration nd direction of the company and eize control, without regard for the est interests of the company and its tockholders."

2. "Enlarge the board of directors rom 13 to 19 members, so as to give o the president an effective working najority of independent directors."

3. "Fill vacancies on the board resulting from resignations, removals nd enlargements of the board."

Statement by Vogel

In reviewing the details of the probems he has faced during the past six nonths, Vogel stated: "During the sixnonth period in which they have held irectorships, Tomlinson and Meyer ave consistently failed to cooperate vith me, with the results that my anounced program for rebuilding the ompany has been hindered. Their urpose has been to put themselves in ontrol. They made baseless accusaions against me and other managenent personnel and attempted to diert me from my normal duties as resident by bombarding me with corespondence containing unfounded harges and other similar acts.

"As is now known, they have been llied with Mr. Louis B. Mayer, formr studio head of the company, who s well known to the stockholders and he motion picture industry.

Calls All Acts 'Negative'

"It is important for you to know hat throughout this period the Tomnson - Meyer - Mayer combination ailed to come forward with even the emblance of an affirmative program or the company. From the beginning heir only acts were negative — and heir conduct has been completely arren of a single positive and conructive suggestion."

The paragraph above was printed in old face type.

At another point in his statement ogel states that he had "exhausted very avenue of conciliation."

Another bold face statement by ogel read: "Their reasoning (Tomnson and Mayer) appears obvious. hey want to prevent me from preenting to the stockholders the full tory of their attempts to interfere ith my management of the company and thereby gain control for themselves. I have no intention of submitting to such tactics."

Under a sub-heading—"The Leaders of the Drive for Control"—Vogel asks:

"Who are the men who persist in their attempts to seize control of your company? Tomlinson is a Canadian road contractor. Stanley Meyer's sole production experience was achieved when he got in on the ground floor of 'Dragnet,' the television property made successful by Jack Webb. He has not, to my knowledge or that of anyone in the entertainment field to whom I have spoken, participated in the production of any other entertainment prior to or since he sold his interest in Jack Webb's 'Dragnet' some time ago.

"Finally, there is Louis B. Mayer, who in his 27 years as studio chief received approximately $15,000,000 in compensation from the company, and participated in the form of partnership income in more than $12,000,000 and paid to the firm of L. B. Mayer and Co. and its predecessors. Despite earlier achievements when the industry was growing up, the pictures released during his last three years, 1947, 1948 and 1949, lost about $8,700,000. When Mayer's contract termination was arranged by Nicholas Schenck, a great feud began. I was not and am not interested in this feud."

All the details about the management's proposed new slate of directors have been published previously in MOTION PICTURE DAILY.

Would Be Six Vacancies

If Tomlinson and Meyer are removed from the board, there will be six vacancies to be filled. An additional six will be created if the board is enlarged to 19.

The list of nominees includes:

Ellsworth C. Alvord, lawyer; Gen. Omar N. Bradley, Charles Braunstein, Bennet Cerf, Francis W. Hatch, Helen Hayes MacArthur, J. Howard McGrath, George Muchnic, Robert H. O'Brien, Benjamin Melniker, Charles H. Silver and Benjamin Thau.

'Rump' Meet Called 'Illegal'

(*Continued from page* 1)

jamin and Krim, special counsel for the company.

In addition to the expected denial of the presence of a legal quorum the Loew reply alleges the following:

1. The meeting was held in furtherance of a conspiracy of the Tomlinson faction to seize control in disregard of the wishes of the stockholders.

2. Stanley Meyer and Joseph Tomlinson were not qualified to vote, "since their own fitness and tenure as directors were to be considered" at the special stockholders' meeting previously called.

Says Briskin 'Was Ineligible'

3. Samuel Briskin was ineligible to serve as a director because he was "a director, officer, agent, employe, or substantial stockholder, of another motion picture distribution company" and was ineligible under Section 10 of Article II of the Loew by-laws, and also in violation of the consent decree in the anti-trust case.

4. "Resolutions" allegedly adopted at the meeting were invalid and unlawful.

The relief requested from the court was a decree declaring Louis B. Mayer and Samuel Briskin were not validly elected; that all of the acts done and resolutions adopted be declared invalid, and enjoining the defendants from interfering in any way with the holding of the special stockholders' meeting called for Sept. 12 and from "performing any act intended to prevent the stockholders from transacting the business of the corporation."

Meeting Termed 'Invalid'

The Tomlinson meeting was invalid, it was stated, because a call had already gone out for a stockholders' meeting to fill vacancies existing on the board.

It was also asserted that the company officials had no knowledge sufficient to constitute a belief that Tomlinson had associated with him owners of large blocks of stock Feb. 28 when agreement was reached on alloting directors to attain harmony.

None of the persons who attended the meeting July 30 were authorized to fill any vacancies existing on the board, the answer states.

The reply charges that the petition filed for validation in behalf of Tomlinson incompletely quoted Article V, Section S of the by-laws.

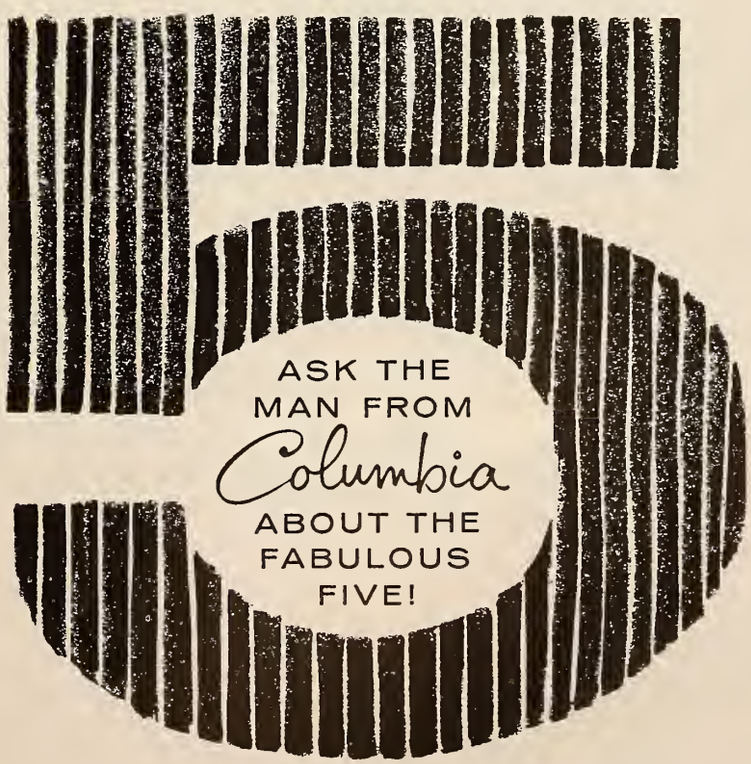
As the quote appeared in the Tomlinson petition, it read: "A vacancy in the board of directors may be filled by the stockholders or by the directors in office (although less than a quorum)".

The company's answer points out that the words "by the stockholders" were omitted.

All previous public references to date about the absence of a quorum of seven at the Tomlinson meeting have stated that a quorum of seven was required without qualification.

The answer denies that "the seven individuals attending the meeting . . . were in fact directors."

The Tomlinson charge that Joseph R. Vogel and his supporters conspired not to attend the meeting was met by the following assertion: "Defendant affirmatively alleges that said president's and said secretary's conduct was required by the illegality and invalidity of said meeting and was in furtherance of the best interests of the defendant and its stockholders."



TRIPLE BARRELED ACTION HIT



THE FATHER WHO KILLED!

The whole hate-ridden town had a name for him... this renegade who lived up to his father's gun!



THE SON WHO EXPLODED!

THE WOMAN WHO TEASED!



OUTLAW'S SON



Starring

DANE CLARK · BEN COOPER · LORI NELSON

Co-starring ELLEN DREW

with CHARLES WATTS · CECILE ROGERS · JOSEPH "BUCKO" STAFFORD

Screenplay by RICHARD ALAN SIMMONS · Music by LES BAXTER · Executive Producer AUBREY SCHENCK

Produced by HOWARD W. KOCH · Directed by LESLEY SELANDER · A BEL-AIR Production

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 30 NEW YORK, U.S.A., TUESDAY, AUGUST 13, 1957 TEN CENTS

cCarthy Says

love Is Seen o Amend N.Y. ax Bill Today

ould Restrict Exemption 90c Admissions Only

roposals for an amendment to the eliminating the New York City per cent tax on all theatre ad- sions up to 90 cents are expected e introduced this afternoon when city council meets to discuss the asure, councilman Maurice Mc- thy said yesterday. McCarthy first oduced the bill two weeks ago he behest of Mayor Robert Wag-

(*Continued on page 7*)

ewspaperless Boston rns to Radio, TV

Special to THE DAILY

OSTON, Aug. 12—With six Bos- newspapers shut down by a strike mailers and only the Christian nce Monitor available for amuse- nt advertising, exhibitors are using io and TV spot announcements. partment stores are doing the same g, so time is at a premium.

One of the first circuits to go on

(*Continued on page 7*)

mer Rhoden to Testify Goldwyn 'Trust' Suit

Special to THE DAILY

AN FRANCISCO, Aug. 12—El- Rhoden, president of National atres, has arrived in San Fran- o and will be called to testify in anti-trust suit of Samuel Goldwyn inst Fox West Coast, National atres and others.

Rhoden arrived here by plane over weekend to testify under sub-

(*Continued on page 5*)

Television Today

Page 6

Louis Mayer Still in San Francisco Hospital

Special to THE DAILY

SAN FRANCISCO, Aug. 12—Louis B. Mayer is still in Stanford University Hospital here where his condition is apparently more serious than reported last week. Mrs. Mayer flew here over the weekend from Los Angeles to join him.

A hospital spokesman said today he is "waiting results of tests" and refused to confirm or deny whether Mayer's condition is serious. Previously it had been reported that Mayer was in the hospital for a "routine checkup."

Blumenfeld Asks Pay-TV Franchise in Sacramento

Special to THE DAILY

SACRAMENTO, Calif., Aug. 12.—The Blumenfeld theatre circuit, which operates 31 houses in Northern California, applied to the Sacramento city council late last week for a toll-TV franchise.

Jack Blumenfeld, one of the com-

(*Continued on page 6*)

Balaban Introduces Telemeter Here Today

Barney Balaban, president of Paramount Pictures, today will introduce the Telemeter closed circuit pay television system to the press at four demonstrations in the Savoy Room of

(*Continued on page 6*)

Justice Spector Grants Extension

Loew's Stay Extended To Sept. 12 Meeting

Does Not Rule on Legality of 'Rump' Session; Cites New York Jurisdiction

By JAMES M. JERAULD

An injunction aimed to prevent interference with the Loew's, Inc., special stockholders' meeting called for September 12 was granted yesterday by Justice Morris Spector in New York Supreme Court.

The stay was an extension of one granted a week ago today by Justice Harold Stevens, which was argued before Justice Spector last Thursday. At that time Jacob Starr and Richard A. Sprayragen, Loew's stockholders, sought an extension of the stay until the stockholders' meeting had been held, but Norman S. Nemser, appearing for himself and wife as owners of stock, intervened and opposed extension of the stay without giving any reason for his action, other than the assertion that the contest was "between two factions."

Justice Spector made special mention of this in extending the stay by saying that he had been "imposed

(*Continued on page 6*)

Allied's EDC Meets Today in Pittsburgh

Special to THE DAILY

PITTSBURGH, Aug. 12 — The Emergency Defense Committee of Allied States Association will go into the problem of print shortages tomorrow at a meeting in the Penn Sheraton Hotel which will precede a two-day board of directors meeting.

Since the last meeting of the committee in May at Detroit on availability of prints a general study has been made of recent developments.

The agenda for the directors' two-day sessions has not been made public, but it is expected that there will be a report on the progress of arbitration discussions and that the problem of resuming relations with the Council of Motion Picture Organizations will come up.

No Armistice with Tomlinson, Says Vogel

There will be no compromise with Joseph Tomlinson in the battle for control of Loew's, Inc., Joseph R. Vogel, president, stated in an interview with Stanley Penn of the Wall Street Journal, published yesterday.

Referring to the agreement made last February when Tomlinson and his supporters were granted six mem-

(*Continued on page 6*)

Ampa Offers Its Support To Vogel In Contest

The Associated Motion Picture Advertisers has extended its "wholehearted support" to Joseph R. Vogel in his contest with Joseph Tomlinson to retain the presidency of Loew's, Inc., and to have the stockholders enlarge the board to 19.

Dave Bader, Ampa president, has

(*Continued on page 6*)

Suggest U.S. Give Over Admission Tax to State, Local Governments

From THE DAILY Bureau

WASHINGTON, Aug. 12—The Federal admissions tax was listed as one of the taxes the Federal government might consider surrendering exclusively to state and local governments under a tentative agreement reached over the weekend at a meeting of federal and state officials in Hershey, Pa.

The joint federal-state action committee was set up at the request of President Eisenhower to consider federal spending programs the states could take over and federal tax sources that would have to be surrendered to the states to pay for these newly-acquired programs. The committee consists of governors appointed by the governors conference and a group of president-appointed federal officials headed by Treasury secretary Anderson.

At the Hershey meeting, the committee reached tentative agreement on a plan under which the states would take over federal spending programs now costing about $500,000,000 a year. The meeting also said the states should get tax sources to compensate for these programs, and that the federal government should consider yield-

(*Continued on page 2*)

PERSONAL MENTION

ERNEST EMERLING, Loew's Theatres advertising-publicity head, has returned to New York from Louisville.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern studio representative, has returned to New York from Hollywood.

•

EMERY AUSTIN, M-G-M exploitation head, returned to New York yesterday from Louisville.

•

A. H. WEILER, film critic for the "New York Times," is in Hollywood from New York.

•

CHARLES M. REAGAN, vice-president of Loew's, Inc., and SILAS SEADLER, M-G-M advertising manager, returned to New York yesterday from the Coast.

•

ARNOLD JACOBS, general sales manager of Dominant Pictures, left here yesterday on a trip to key cities Coast to Coast.

•

RALPH MARTIN of "Seventeen" has returned to New York following a two-week vacation in New England.

•

MRS. KENNETH HYMAN gave birth last week to a daughter, to be called KATE. Father is executive vice-president of Associated Artists Corp.

•

MORGAN HUDGINS, of the M-G-M studio publicity department, will arrive in New York tomorrow from the Coast.

Frank Burhans Dead; Was 25 Years at FWC

Special to THE DAILY

OAKLAND, Call., Aug. 12.—Frank C. Burhans, 71, veteran Pacific Coast film executive, died here yesterday following a brief illness. Twenty-five years with Fox West Coast Theatres, he was city manager for the circuit at the time of his retirement four years ago. He started his career in 1913 with the old Fox Film Corp. His widow survives.

Move Up 'Love' Date

The dual theatre opening here of Allied Artists' "Love in the Afternoon" has been advanced to Aug. 23. It will open at the Paramount and Plaza Theatres.

Tax Is Serious Threat, Says British Council

From THE DAILY Bureau

LONDON, Aug. 12.—The present entertainment tax is a "serious threat to the future prospects of the film industry" and should be reduced further, states the annual report of the Cinematograph Films Council in a report to the president of the board of trade.

"That many cinemas have closed and are closing is common knowledge, but it is not generally realized that the process is not confined to the closing of small and generally old-fashioned buildings," the report says.

The Council has recommended to the board of trade that the quota on British first-feature films and of supporting films should not be changed for the year starting Oct. 1.

Miller to Officiate At 'Dean' World Bow

Special to THE DAILY

FAIRMOUNT, Ind., Aug. 12 — Howard Miller, one of the nation's leading disc jockies, will officiate at the ground breaking ceremonies for the James Dean monument tomorrow in Dean's home town here and to participate in the world premiere activities tomorrow night of Warner Bros.' "The James Dean Story" at the Paramount Theatre in nearby Marion.

Show Originating There

The CBS radio star, whose daily national network show will emanate live tomorrow from Fairmount, will preside at the dedication events with Nick Adams, young Hollywood actor and friend of Dean. A crew of NBC color television cameramen and technicians also will be on hand to film the Dean commemoration ceremonies which will include, in addition to the monument dedication, the christening of the new James Dean Highway, and other activities both in Fairmount and in Marion.

Johnston, Corkery In Buenos Aires Today

Special to THE DAILY

BUENOS AIRES, Aug. 12 — Eric Johnston, president of the Motion Picture Export Association, and Robert J. Corkery, director of the MPEA Latin American division, will arrive here tomorrow to discuss with Argentine officials the recent 166-fold increase in the tax on foreign films exhibited here.

Spokesmen for importers of American films have said if the tax is fully applied it may reduce imports of American pictures by at least two-thirds. Foreign pictures would be taxed up to $5,000 each, it was pointed out.

Suggest U. S.

(*Continued from page* 1)

ing taxes it now collects on local phone service, admissions, cabarets, club dues, safe deposit box rentals, bowling alleys, gambling devices or gifts and inheritances.

The committee ordered its staff to work out details on just which of these taxes should be surrendered by the Treasury to pay for the new spending programs taken over by the states. The staff recommendations will be presented at the committee's next meeting, probably in Chicago in late September. The committee hopes to have a preliminary report ready by December 1.

Asks Probe of 'Expose' Booking Cancellations

Lindsley Parsons, producer of Allied Artists' "Portland Expose," which deals with U.S. Senate investigations of vice and racketeering in the Pacific Northwest, yesterday asked that the McClellan Senate committee probe "circumstances" surrounding the cancellations of bookings of the picture by theatre operators in Washington and Oregon.

Charges Influence Exerted

In a letter to Senator John McClellan, committee chairman, Parsons charged that "a pressure group for powerful, interested individuals" exerted influence on exhibitors not to show the film.

'Eagels' Pace Sustained

"Jeanne Eagels" is continuing to stay ahead of the pace set by "The Eddy Duchin Story" last year, Columbia reported yesterday, with the situation the same both in new openings and in the second weeks in other key cities. Ten-day grosses include $29,300 at the Hippodrome, Cleveland; $20,800 at the St. Francis, San Francisco and $19,200 at the Beach, Atlantic City. Five-day takes include $16,700 at the Egyptian, Los Angeles, including a new house opening day record; and $30,800 at the Miami-Miracle-Carib combination in Miami. The three-day gross at the Adams, Detroit, topped $13,900.

MPEA Agenda

A status report on the Philippines heads today's agenda of the Motion Picture Export Assn. The board will also take up the division of 240 import licenses, scheduled to start July 1, 1957, for Pakistan, and will also discuss the selection of a secretary for the Formosa film board. Allocation of a Festival Budget for Italy is an additional item on today's agenda.

Report Warner, Zanuck Help Break Cannes Bank

Jack Warner and Darryl Zanuc were identified in an Associated Pre dispatch from Cannes yesterday members of a quartet that broke baccarat bank at the Palm Beac Casino there last week.

Warner was identified by semi-o ficial sources as the big winner wi 40 million francs ($114,200). But, t story goes, after the bank closed the Cannes establishment, Warn went to Monte Carlo where he w reported to have left all of his wi nings at the casino there. Zanuck winnings were estimated at 20 mi lion francs ($57,000). Other winne were described as a New Yo jeweler and a Brazilian coffee plante

'Man' Opens Tonight At Palace Here

Industry and civic personalities wi be on hand at the Palace Theatr here tonight for the world premier of Universal-International's "Man of Thousand Faces." The premiere wi mark the inauguration of a new polic at the Palace under which major film will be booked for long-run engage ments.

Among film industry executive present will be Charles J. Feldman vice-president and general sales man ager of Universal Pictures, F. J. A McCarthy, assistant general sales man ager, John J. O'Connor, vice-president Sol. A. Schwartz, president of RKO Theatres and William Howard, vice-president.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.


Introducing
A NEW BOX-OFFICE
Figure!
DIANA DORS



DIANA DORS

. . . in her first American picture!

73,000,000 READERS OF 22 NATIONAL MAGAZINES WILL FEEL THE IMPACT OF THE BIG NATIONAL MAGAZINES AD CAMPAIGN!

POTENT PRE-SELLING THE U-I WAY!



AN RKO RADIO PICTURE starring

DIANA DORS · ROD STEIGER · TOM TRYON

Co-Starring

BEULAH BONDI with **MARIE WINDSOR · ARTHUR FRANZ**

TECHNICOLOR®

SCREENPLAY BY JONATHAN LATIMER • PRODUCED AND DIRECTED BY JOHN FARROW • A UNIVERSAL INTERNATIONAL RELEASE

RKO RADIO PICTURES

Goldwyn Suit

(*Continued from page* 1)

poena by Joseph L. Alioto, counsel for Goldwyn, but was not called to the stand because of Alioto's lengthy questioning of a witness who, eventually will have to repeat his testimony.

Roy Cooper, former chief film buyer for the Naify circuit in Northern California, earlier was questioned by Alioto concerning a letter written by Cooper on May 27, 1949, to James R. Grainger, general sales manager of Republic Pictures, concerning film rentals. The letter, as placed in evidence by Alioto contained this postscript:

"For business reasons, it might be well to destroy this letter after you have read it."

Vague Regarding Reason

Cooper avowed, after acknowledging authorship of the letter, he could not recollect his reason for asking Grainger to destroy the letter.

At this point, Judge Murphy opined:

"Come now, you don't, in the ordinary course of business, counsel your correspondents to destroy letters you send them."

The Naify circuit was named in the original Goldwyn suit, but before the trial started on July 10 was separated as a defendant and the circuit will face trial on the same anti-trust charges at a later date.

Cleary-Strauss-Itwin Publicists for H-H-L

From THE DAILY Bureau

HOLLYWOOD, Aug. 12 — Hecht-Hill-Lancaster has announced the appointment of Cleary-Strauss and Itwin to supervise its public relations and exploitation, marking the first time an independent public relations firm has been retained by H-H-L. Robert Schiffer will act as liaison for H-H-L with CFI.

The first films assigned CSI include "Run Silent, Run Deep," starring Clark Gable and Burt Lancaster, and "Separate Tables," co-starring Lancaster, Rita Hayworth, Deborah Kerr and David Niven.

'The Goddess' Brings A $250 Parking Fine

Special to THE DAILY

BALTIMORE, Aug. 12. — The Hollywood detachment filming part of Paddy Chayevsky's "The Goddess" on location at Ellicott City, near here, was handed a bill for $250.00 for parking on its main streets for three days. The filming had blocked-off most of the parking meters on Main Street, of the quaint Howard County town.

The bill was sent to Carnegie Productions of Hollywood by the Howard County commissioners.

FEATURE REVIEWS

Woman of the River

Ponti-DeLaurentiis—Columbia

There is something in the soft Italian air that makes color better than usual. We haven't seen anything equal to this since "War and Peace"—from the same producers. Sophia Loren is starred, and we can verify the fact that she wears a yellow dress and a coat of tan with her red hair. The cast is all Italian, and the dialogue has been very well dubbed in, although it is surprising to hear these characters speaking English in their own settings. The story is slow, and somewhat morbid, in that it is both sad and pathetic, with a distinction.

The beautiful peasant girl, who is Sophia, refuses to marry the police officer who loves her, to accept the illicit love of handsome trawler-owner, Rick Battaglia, who smuggles cigarettes and other contrabrand so he can live like a rich man and own a motorcycle. Sophia and other employees of the eel-smoking factory ride ordinary bikes, but she can do a good trick—she rides right up to and into her row boat and takes to the oars, pulling up the tailboard behind, to escape unwelcome attentions.

The last half is devoted to the unhappy life of the beautiful Sophia, after her lover has been imprisoned and she takes her child to work in the cane-breaks, to hide from him. But he escapes jail, traces her down, and the child is drowned. He sees the mournful procession and turns himself in, with the request that he can walk to the cemetery with her and eventually return for her forgiveness and marriage.

Running time, 92 minutes. Adult classification. Release, in August.

WALTER BROOKS

The Gentle Touch

Michael Balcon—Rank F.D.A.

Some of the varying motivations that draw young women into the nursing profession and keep them there after they discover the heartaches, drudgery and discipline of life in a hospital have been woven into a leisurely-paced, episodic story. It has its tender moments as the trainees begin to think of those they are attending not as patients but as fellow human beings in need of sympathy and understanding. Two doctor-nurse romances are woven into the fabric of the story, giving it strong woman appeal.

Diana Wynyard, as the matron — usually called the head nurse in this country — is impressively restrained and dignified and yet tenderly sympathetic with her trainees. Her name is a definite sales asset at the moment, because of her work in "Island in the Sun."

George Baker, as a young doctor, is sincere and impressive, and three of the nurse trainees — Belinda Lee, Delphi Lawrence and Adrienne Corri — are extremely attractive. Miss Lee, in addition to her blonde beauty, has an outstanding talent for emotional nuances that add realism to her work.

Michael Balcon, the producer, obviously lavished great care in the presentation of the story. It is done in Technicolor, under the direction of Pat Jackson and with Jack Rix handling the duties of associate producer. These names, with the exception of Balcon, are not well enough known in this country to mean much in the selling effort, but word of mouth advertising ought to make the picture worthwhile. Running time 86 minutes. General classification. Release, August 10.

JAMES M. JERAULD

Production of Features Hits Five-Year High

From THE DAILY Bureau

HOLLYWOOD, Aug. 12—Feature picture production soared to the highest level reached in five years or longer, with 14 pictures going into photography, and two others to film editors, bringing the shooting total to 47.

Started were: "Motorcycle Gang," Golden State Prod. (American International); "Rescue at Sea," "The Grasshopper," Yof Prods., "Stella," Highroad Prods., CinemaScope, "Gideon's Day," and "The 7th Voyage of Sinbad," Morningside Prods., Color (Columbia); "Killer's Cage," Ararat Prods. (Independent); "The Willie Gordon Story," Coronado Prods. (Metro-Goldwyn-Mayer).

Also "Houseboat," Shavelson-Rose Prod., VistaVision (Paramount); "South Pacific," Rodgers & Hammerstein, Todd-AO, Color and "Fraulein," CinemaScope, Color (20th Century-Fox); "Once Upon a Horse," CinemaScope, "Hemp Brown," Color, CinemaScope and "This Day Alone," CinemaScope (Universal - International).

Completed were: "Return to Warbow," Color (Columbia); "April Love," CinemaScope, DeLuxe Color (20th Century-Fox).

Venice Picks 2 Films Made by Columbia

Special to THE DAILY

VENICE, Aug. 12—Two Columbia films, "The Golden Virgin" and "Bitter Victory," have been chosen as entries for the Venice Film Festival scheduled from August 25 through September 8. "Virgin" will be released in some areas under the title, "The Story of Esther Costello." It stars Joan Crawford and Rossano Brazzi. "Victory" was produced in France and Africa by Paul Graetz, with Richard Burton, Ruth Roman and Kurt Jurgens starred.

Set Research on Radio Promotion

Research on the results of pilot radio campaigns currently in progress in Denver will be conducted by the Denver Research Institute, an extension of the University of Denver, and in Rochester by a group composed of an exhibitor committee, a spokesman for the Motion Picture Association of America said yesterday. The pilot campaigns, if successful, are to be incorporated in the industry's business-building program.

The Denver experiment is to consist of a series of "depth interviews" conducted during the last two weeks of the campaign, probably around the first week of September. The researchers say the interviewers are to be motion picture patrons. Their reasoning: the most reliable method of determining the motivating efforts of operation-movie-going is through "depth psychological" technique.

The Rochester radio results will be checked by a three-pronged analysis. The first will consist of a comparison of grosses in comparable cities with pictures played a year ago. The second will require a theatre-lobby questionnaire and questionnaire for a group sample "away from the theatre." The third check will consist of a poll of all exhibitors in the test area to determine their reactions.

Cleveland Variety Has Annual Golf Fete

Special to THE DAILY

CLEVELAND, Aug. 12.—Variety Club held its annual golf tournament late last week at the Pine Ridge Country Club, with approximately 100 members and guests turning out to play and attend dinner and the evening entertainment. Low gross score was a tie between Bert Lefkowich and Joe Mayer; low put was another tie between Jack Shulman and Sanford Greenberger; Sanford Greenberger also won the longest drive.

Everyone present received a door prize. The committee in charge of the affair consisted of Tom McCleaster, 20th-Fox district manager; Danny Rosenthal, United Artist branch manager, and Jack Silverthorne, Hippodrome Theatre manager.

Usher Cited for Aid in Catching Purse Snatcher

Special to THE DAILY

MILWAUKEE, Aug. 12—An usher at the Warner Theatre here received a citizen's citation last week from police chief Howard O. Johnson for his aid in catching a purse snatcher. James Lorbeck, 18, while on duty at the Warner became suspicious of the actions of a patron. He followed the man out of the theatre and called a traffic policeman for help. A picture of Lorbeck receiving the citation was published on the front page of part two of the "Milwaukee Journal."

Television Today

Who's Where

Berne Tabakin, NTA director of national sales, has been named vice-president in charge of the West Coast Division of National Telefilm Associates, Inc. He is also a vice-president of the NTA Film Network.

□

Raymond F. Eichmann has been named director of sales development and research for the American Broadcasting Network. He resigned as sales development manager for John Blair & Co. to accept the new post.

□

Joseph Bambara, who has been associated with CBS Laboratories for several years, has been appointed vice-president of electronics systems of CBS Laboratories.

□

Keith G. Dare has joined the American Broadcasting Network as an account executive. He formerly was with the Katz Agency, station representative, as TV account executive since 1952.

□

Reed M. Roberts, Jr., formerly a senior associate of Cresap, McCormick & Paget, management consultants, has been appointed director of the Columbia Broadcasting System's newly created budgeting services department.

□

William J. Gillilan has been promoted to marketing director of Ketchum, MacLeod & Grove, Inc., Pittsburgh and New York advertising and public relations agency. He has been an agency vice-president since 1954.

Treyz on Committee

Oliver Treyz, vice-president in charge of the ABC Television Network, has been named chairman of the 1958 celebration of Brand Names Week. Sponsored by the Brand Names Foundation, Inc., Brand Names Week will be observed nationally April 13 to 20, 1958, and will be climaxed by the annual dinner April 16, at which merchants are honored for their presentation of manufacturers' brands. Treyz heads the committee which will develop and coordinate activities for the week.



Balaban

(*Continued from page* 1)

the Savoy Plaza Hotel here. Today's demonstrations, the first in a series that will run for two weeks, will be conducted by International Telemeter Corporation, subsidiary of Paramount, as will all the others.

Louis A. Novins, vice-president and managing director of International Telemeter, and Paul MacNamara, vice-president, will be present at the demonstrations to present the system and answer questions. Paul Raibourn, vice-president of Paramount, also will be present.

Other Fields Included

The press demonstrations will be followed during the next two weeks by showings for leaders in sports; entertainment, including motion pictures, the legitimate theatre and television; financial houses; engineering and technical groups; the talent guilds; labor organizations; educators and public officials.

During the past week Novins and MacNamara have been in New York supervising the installation of the Telemeter demonstration equipment at the hotel.

Blumenfeld Asks

(*Continued from page* 1)

pany's partner-brothers, said the letter of application was one of several sent to communities "where we have operated theatres for a long time." He added that while the application signifies an interest in the toll-TV industry, it is intended at this time "only to protect" his company against franchise bids from other pay-TV concerns.

Petition Denver Council For Toll-TV Permit

Special to THE DAILY

DENVER, Aug. 12. — Gene O'Fallon & Sons, former owner of KFEL radio and television stations, have petitioned the city council for a toll television permit. The application has been turned over to the city attorney for legal opinion.

Gene O'Fallon had the first television station in operation in Denver, and operated radio station KFEL for more than 25 years. He has sold the radio and television operations. He said the particular system involved wired service to subscribers. Public hearings will probably be set on the application.

'Sun' Bows Aug. 23

Darryl F. Zanuck's "The Sun Also Rises" will begin its world premiere engagement Aug. 23 at the Roxy Theatre, 20th Century-Fox announced yesterday.

NEW SHOWS & SPONSORS

New shows and sponsors announced in the past week include the following from:

NBC-TV. Philip Morris Cigarettes has purchased a half-hour alternate sponsorship on "Suspicion," weekly hour mystery series which has its premiere Monday, Sept. 30.

ABC-TV. Singer Guy Mitchell's new "Guy Mitchell's Show," weekly, live variety series starts Monday, Oct. 7, under the exclusive sponsorship of Max Factor & Company of Hollywood.

CBS-TV. The Ford Division of the Ford Motor Company will sponsor the new series of five full-hour comedies with music starring Lucille Ball and Desi Arnaz in the coming season. . . . "Trackdown," a new Western film series, scheduled to start Friday, Oct. 4, will be sponsored on alternate weeks by American Tobacco and Socony Mobil Oil. . . . "Dick and the Duchess," adventure-comedy series filmed in England by Sheldon Reynolds, will be seen weekly starting Saturday, Sept. 28, sponsored by Mogen David Wines and Helene Curtis. . . . The debut of "Have Gun, Will Travel," starring Richard Boone, has been set for Saturday, Sept. 14. . . . "Leave It to Beaver," new family comedy series, starts Friday, Oct. 4. . . . "Hotel Cosmopolitan," new daytime adventure serial makes its debut Monday, Aug. 19, replacing "Valiant Lady."

Tim Whelan Dies

HOLLYWOOD, Aug. 12. — A Requiem Mass will be said Wednesday morning at the Church of the Good Shepherd, Beverly Hills, for Tim Whelan, 63, producer, director and writer, who died Sunday at his home of lung cancer. Whelan, whose last theatrical film was "Texas Lady" in 1956, had been in production for 35 years. Lately he had directed many television films. He is survived by his widow and two sons.

Expand Texas Staff

Peters, Griffin, Woodward, Inc., yesterday announced the expansion of its Texas staff and the addition of an office in Dallas to that which has been maintained in Fort Worth.

Charles Payne, formerly with the Bloom Advertising Agency in Dallas, will be in charge of the Dallas office and devote himself to selling in the southwest for the radio stations represented by P. G. W.

Fox Heads 'World'

Van B. Fox, who has served with NBC-TV's Wide Wide World for the last two years, has been named director of the program, Barry Wood, producer, has announced. Fox will take over when the program, sponsored by General Motors, returns to the air Sept. 15.

Loew's Sta

(*Continued from page* 1)

upon" by Nemser who was obvious appearing in behalf of Milton P lack, Joseph Tomlinson's attorn who also was present.

Justice Spector said that he was n called upon to decide the legality the "rump" directors' meeting call by Tomlinson or to rule on the va dity of the election of Louis B. May and Sam Briskin as directors. T New York Court had jurisdiction the case, he ruled, because large nu bers of stockholders are New Yo residents and the directors' meetin are usually held in New York.

To Be Held Aug. 22

The remaining court action pendi is scheduled for August 22 at W mington in Chancery Court. This on the plea of Tomlinson to have t Delaware court validate the "rum directors' meeting and the election that meeting of Mayer and Brisk as directors.

One lawyer has pointed out th the extended stay granted by Justi Spector restrains all directors and o ficers of Loew's from interfering wit the stockholders' meeting. He co strues this to mean that the meetin would still go on, even though th Delaware Chancery Court does th unexpected and rules that all the ac of the "rump" meeting were legal.

Proxy Statements in Mail

In the meantime the proxy stat ments for the meeting are bein mailed.

Ampa Offers Vogel

(*Continued from page* 1)

written: "As the oldest industry or ganization, we are proud that 90 pe cent of men and women of publicit and advertising of our industry ar members of Ampa, which is currentl celebrating its 40th year. Some of ou most influential officers and director of the past years have come out o your fine organization.

"We of Ampa wish you all the suc cess in the world in this cruci period."

No Compromise

(*Continued from page* 1)

bers on the 13-member board withou achieving peace in the managemen of the company, Vogel said:

"I was naive once and I'm ashame of myself. I'd supposed everythin would be wonderful after the com promise, that we could all work to gether, but right after the annua meeting they were already conspirin to get me out."

Adamson Buys Theatre

ALBANY, Ore., Aug. 12. — Ar Adamson, president of the Adamso circuit, has purchased the Rialto The atre here from G. D. Henderson. This puts all the local theatres, including three others, under one ownership.

Boston Strike

(Continued from page 1)

e air was the Sack Circuit, plugging ree theatres. With "Jeanne Eagels" pening Wednesday at Loew's State d Orpheum, "Band of Angels" at e Metropolitan and "Omar Khay- am" at the Paramount-Fenway, the anagements are spending their full lvertising budgets on the air.

Some first runs, currently in long ngagements, are trying to weather ie crisis without shifting to air time the hope of an early settlement.

Rembusch Lets Patrons Set the Scale on 'Ten'

Special to THE DAILY

WABASH, Ind., Aug. 12. — "The en Commandments" opened here esterday in the Crest Theatre on a ay-what-you-want-to basis. Trueman embusch, secretary-treasurer of Syn- icate Theatres, Inc., operators of the ouse, said all receipts over Para- ount's percentage would be turned ver to the Will Rogers Memorial lospital without any deduction for ouse overhead.

The engagement is for two weeks n a two-a-day basis. Rembusch alled it a "novel admission policy." Ie issued a formal statement, but did ot specify what Paramount would eceive as percentage under the con- ract. A special ticket machine is be- ng used.

"We believe in the innate inte- rity of our patrons, you must pay omething, for the Paramount con- ract specifies that an admission price nust be charged. This is the same icture for which $2.20 was charged n Indianapolis and other cities.

'Belongs to All People'

"This unprecedented offer is made ecause the management believes hat the story of 'The Ten Command- nents' belongs to all people and that t should be viewed by every man, voman and child.

"We have tried consistently before nd since the opening of 'The Ten Commandments' in Indianapolis last January to obtain the picture for Wabash. Only now has Paramount consented to the exhibition here.

"Because we believe that a profit notive should not be attached to a eligious picture such as 'The Ten Commandments' all monies in excess of Paramount's percentage share will be turned over to the Will Rogers Memorial Hospital. Nothing will be deducted for theatre overhead."

At the Paramount home office here yesterday it was said there would be no statement on the matter.

Lee to Negotiate

LONDON, Aug. 12—It has been officially confirmed that Sir Frank Lee, permanent secretary of the Board of Trade, will negotiate renewal of the Anglo-U.S. film pact. He also will attend a meeting of the International Money Fund while in Washington.

Mansfield Tour Widely Publicized

Reams of national publicity out of Washington, and concentrated news coverage in the eastern United States from Maine to Virginia, was gathered by a flying tour just completed by Jayne Mansfield for 20th-Fox's "Will Success Spoil Rock Hunter." Planned by Charles Einfeld, 20th-Fox vice-president, and reminiscent of his classic "Forty-Second Street Special," the tour took Miss Mansfield to Washington from New York by train with brief stops at each major city on the way for personal appearances.

Crowds thronged the stations and the scheduled stops and newsmen interviewed the star on board in between stops. At Washington, trailed by an entourage of reporters and photographers, the star was taken on a tour of the city and then to the Capitol for interviews with congressmen and senators, and an appearance in the Senate press gallery.

The Washington tour was the climax of a country-wide tour which started July 25 during which the star covered Minneapolis, Detroit, Cleveland, Toronto and New York.

Special K. C. Show for Orphaned Youngsters

Special to THE DAILY

KANSAS CITY, Mo., Aug. 12—The approximately 2,000 youngsters from 25 Kansas City agencies and institutions will find the calendar turned ahead some four and one-half months tomorrow morning for a big theatre celebration in their honor entitled, "Santa Claus in August." The project, conceived and sponsored by the Motion Picture Association of Greater Kansas City as treat for these children, has been given the full support and endorsement of the city welfare and recreation departments.

A number of motion picture and theatre companies of the city have each donated the use of a public service bus to transport the children from assembly points to the Uptown Theatre and return. Through the courtesy of Walt Disney, a special advance showing of "Bambi" will be shown.

McGee, Partner Buy Car Washing Layouts

Special to THE DAILY

DENVER, Aug. 12.—Pat McGee, long in exhibition as general manager of Cooper Foundation Theatres, and in McGee Merchandisng Co. here, has liquidated the latter company, and he and his partner in the Tower Theatre, Earl Briggs, have bought two car washing layouts here.

McGee has severed his connections with the Black Hills Amusement Co. as booker and buyer, which post will again be taken over by Fred Brown, who will move his offices to film row at 2106 Broadway. McGee will move his headquarters to the Tower.

N.Y. Tax Bill

(Continued from page 1)

ner, who took action after a fact-finding committee advised him that exhibition was "in dire need of financial relief."

As the McCarthy bill now stands it eliminates the tax on the first 90 cents of all tickets, including those in excess of that amount. Some councilmen would like to amend the bill to exclude from exemption admissions of 91 cents and up. They point out that this would have the effect of aiding neighborhood exhibitors, who, they feel, are in greater need of assistance than those on Broadway.

Says 'Legits' Are Opposed

McCarthy said yesterday that opposition to the original bill was sparked by legitimate theatre interests and representatives of amusement parks who believe they are entitled to similar tax relief if it is granted motion picture theatres.

If the proposed amendment is added to the bill today, the city will collect between $1,000,000 and $1,500,000 more than it would have otherwise, McCarthy pointed out. Previous estimates have indicated that the tax, which went into effect in July, 1954, has cost New York theatres $4,000,000 a year.

If the city council acts on the bill today, it will then go to the mayor for his signature and could then go into effect by the first of September.

PEOPLE

Robert Taplinger, Warner Brothers vice-president, has been named as motion picture industry representative on the project committee to assist in the fund drive for a Navy-Marine Corps Memorial Stadium to be built on the grounds of the U. S. Naval Academy at Annapolis.

□

W. Parkman Rankin has been named vice-president of "This Week Magazine." He was formerly executive assistant to **Euclid M. Covington**, president of United Newspapers Magazine Corp., publishers of "This Week."

□

Jerry Juroe has been named by Paramount Pictures as director of promotion in Europe for "The Ten Commandments." He will headquarter at the Paramount office in Paris and will supervise promotional activity in France, Italy and Germany.

Report 'Curse' Strong

Warner Brothers reports that "The Curse of Frankenstein" continues to draw well at the Paramount Theatre here, where the film has grossed $60,109 in its first five days. The picture is expected to rack up $73,000 for its first week, ending tonight.



WARNER BROS. TRADE SHOWS AUG. 19

GEORGE MONTGOMERY

in "BLACK PATCH"

with DIANE BREWSTER and SEBASTIAN CABOT

Written by LEO GORDON • Produced and Directed by ALLEN H. MINER

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

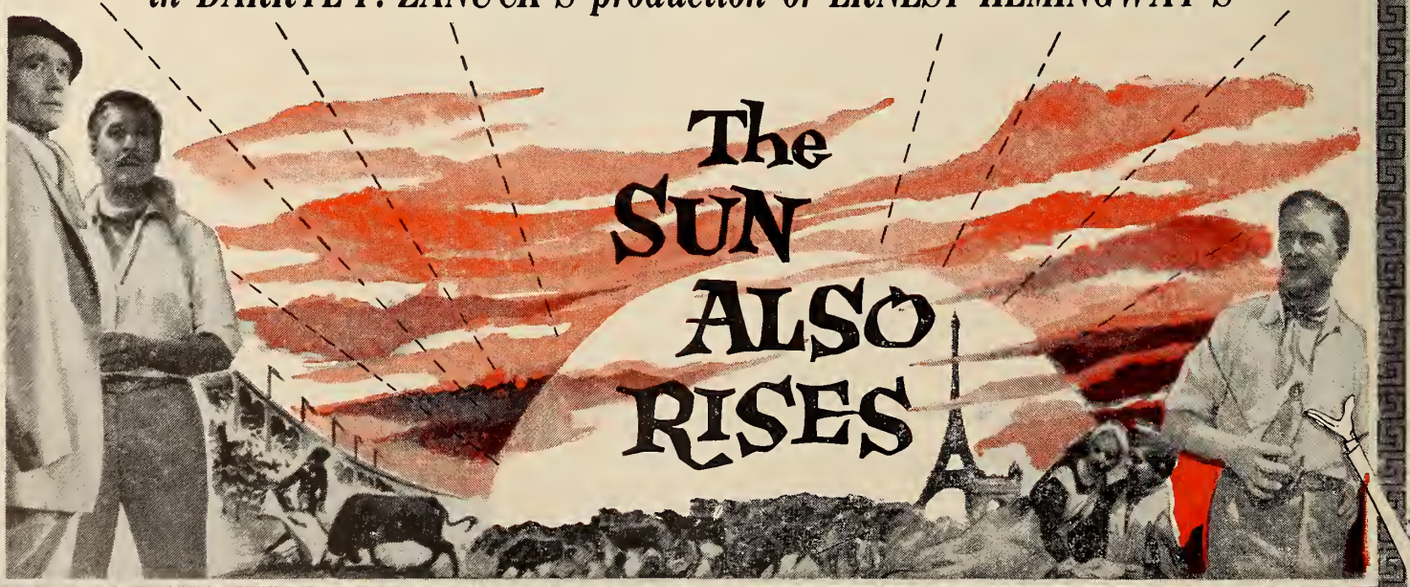
TO LIGHT UP HEMINGWAY'S BOLDEST LOVE STORY THAT NO ONE DARED FILM UNTIL NOW!



20th CENTURY-FOX presents

Tyrone POWER · Ava GARDNER · Mel FERRER · Errol FLYNN · Eddie ALBERT

in DARRYL F. ZANUCK'S production of ERNEST HEMINGWAY'S



CINEMASCOPE COLOR by DE LUXE Available with Stereophonic Sound

Directed by HENRY KING Produced by DARRYL F. ZANUCK Screenplay by PETER VIERTEL

Featuring GREGORY RATOFF • JULIETTE GRECO • MARCEL DALIO • HENRY DANIELL and ROBERT EVANS • Based on the Novel by Ernest Hemingway

The Next Great Blockbuster from 20th!...

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 31 | NEW YORK, U.S.A., WEDNESDAY, AUGUST 14, 1957 | TEN CENTS

N.Y. Tax Cut Bill Wins; Exempts Tickets to 90c

Measure Passes without Amendment to Preserve Tax on Full Amount of Tickets Over 90c; See Bill in Effect Sept. 1

By NORMAN MORRIS

The bill to eliminate New York City's five per cent tax on the first 90 cents of all motion picture theatre tickets—including those in excess of that amount—was passed late yesterday by the city council. Twenty votes were cast in favor of the measure and one absention was recorded.

The bill, which was introduced by councilman Maurice J. McCarthy at the request of Mayor Wagner, swept through the council without opposition and now awaits the mayor's signature. The bill is being rushed with prospects good that it will go into effect by Sept. 1, McCarthy said yesterday. On Tuesday it had been reported there was growing sentiment in the council to add an amendment to the theatre tax bill which would have preserved the present five per cent tax on the full amount of tickets costing more than 90 cents. The amendment was proposed before the council yesterday but then defeated.

Reasoning behind the proposed amendment was said to be that the city's neighborhood theatres are in greater need of financial assistance than those on Broadway. Appearing

(*Continued on page 2*)

First Move

Institutional Ad Campaign Study Is Begun

Film Ad Agencies Are Asked for Ideas, Media

An institutional advertising campaign for motion pictures and the theatre has been brought up for study by a subcommittee of the Motion Picture Association of America's advertising-publicity directors' committee.

All advertising agencies having motion picture accounts have been asked to suggest ideas for an institutional campaign and the media which would be used.

Although all discussions concerning an institutional campaign remain in the most tentative of stages and

(*Continued on page 3*)

Commonwealth Sets Up Manager Training Class

Special to THE DAILY

KANSAS CITY, Mo., Aug. 13.—A training school for future theatre managers will be set up in Columbia, Mo., by Commonwealth Theatres, Dick Orear, executive vice-president of the company, said yesterday. Rex Barrett, a partner in Commonwealth

(*Continued on page 2*)

6 Theatres in Phila. Area Book Fight on TV

Special to THE DAILY

PHILADELPHIA, Aug. 13.—Six Stanley-Warner theatres in the area will receive the closed circuit telecast on Sept. 23 of the Sugar Ray Robinson - Carmen Basilio championship fight. All seats at the six houses will be

(*Continued on page 3*)

Television Today

Page 6

Tri-States Meet Set; Stellings Will Speak

Special to THE DAILY

MEMPHIS, Aug. 13—The annual meeting of Tri-States Theatre Owners was called for Oct. 13, 14 and 15 by the board of directors meeting here today.

President Roy Cochran, Little Rock, announced that Leon Rountree, Holly Springs, Miss., will be convention chairman. Ernest Stellings, president of Theatre Owners of America, has accepted an invitation to be a speaker.

Bloom Heads NTA Coast Production

From THE DAILY Bureau

HOLLYWOOD, Aug. 13—William Bloom, former film producer at RKO, 20th-Fox and Columbia, has been signed by National Telefilm Associates as executive producer and heading all film production on the

(*Continued on page 6*)

Gordon Slated for Gulf Allied Meeting

Special to THE DAILY

NEW ORLEANS, Aug. 13.—Julius Gordon, president of Allied States Association, will be the principal speaker at the opening luncheon on Aug. 31 of the 10th anniversary convention of Allied Theatre Owners of the Gulf States to be held at the Edgewater Gulf Hotel in Edgewater Park, Miss. On the previous day, Friday, Aug. 30, registration will be held in the afternoon and a cocktail party in the eve-

(*Continued on page 6*)

Telemeter Called Theatres' Road to Untapped Audience

Telemeter's pay television system, demonstrated for the first time in the East at the Savoy Plaza Hotel here yesterday, was described by Barney Balaban, president of Paramount Pictures, as a means by which exhibitors may reach "the untapped audience," which he estimated to be five to six times greater numerically than today's theatre patrons.



Barney Balaban

The demonstrations, conducted by International Telemeter Corp., a Paramount subsidiary, were restricted to press representatives on a continuous day-long schedule yesterday. They will continue for the next two weeks with showings for sports leaders, motion picture, legitimate theatre, television and other entertainment industries, financial, engineering and technical groups, talent guilds, labor organizations, educators and public officials.

Replying to a question, Balaban conceded that should Telemeter meet with widespread public acceptance, it could injure marginal motion picture theatres.

"The marginal theatre," he said,

(*Continued on page 3*)

Somerset Will Report On Film Unions Abroad

From THE DAILY Bureau

HOLLYWOOD, Aug. 13. — The AFL Film Council will hold a special meeting next Tuesday to hear a detailed report by Pat Somerset, of the Screen Actors Guild, on film-labor conditions in European centers he visited after attending the ICFTU meeting in Tunis.

It is understood that Somerset will report the Italian film industry as strongly supporting anti-communist unions, while pro-communist unions are being favored in French production, both by French producing companies and by visiting companies producing in France.

PERSONAL MENTION

ROBERT S. TAPLINGER, Warner Brothers vice - president and director of advertising-publicity, will leave New York by plane today for a three-week trip to Europe.

•

CHRISTIAAN THIERS, of Gevaert Co. of America, photographic materials, will leave here over the weekend for the Coast.

•

EDWARD MUHL, Universal - Internation vice-president in charge of production, has left Hollywood for Germany.

•

SID LUST, television producer, also husband and manager of JUDY GARLAND, left here yesterday for London via B.O.A.C.

•

MRS. ERIC PLESKOW has given birth to a daughter at Doctors Hospital here. Father, United Artists manager in Germany, is now in New York.

•

ROBERT ALLAN AURTHUR, writer, left New York yesterday for London via B.O.A.C.

•

GEORGE R. CANTY, associate director of the Motion Picture Association of America's European division, is vacationing from there in Quebec.

•

TOSHISHIGE ISHIKAWA, RKO Radio general manager for Japan, will return to New York today from Hollywood.

Goldman to Transfer Phila. Theatre Title

Special to THE DAILY

PHILADELPHIA, Aug. 13.—William Goldman's Erlanger Theatre, which has served for both stage shows and motion pictures, will go up for public auction sale on Sept. 5. The proceedings, however, are said to be a mere formality to enable the transfer of title from Goldlawn, Inc., which is wholly owned by William Goldman, to him personally.

The Erlanger will operate under his management this coming season as a legitimate theatre for stage shows. The purpose of the sale, said Goldman, is to terminate a trust held by a local bank when it acquired the house as trustee for the first mortgage bondholders following foreclosure proceedings in 1941. Goldman, with money advanced by William Goldman Theatres, Inc., has control now of $1,512,000 in bonds of the issue of $1,595,000.

N. Y. Tax-Cut Bill Passed

(*Continued from page* 1)

to refute this argument at a morning session of the city council's finance committee yesterday were Harry Brandt, representing the Independent Theatre Owners Association, Inc., and Emanuel Frisch, of the Metropolitan Motion Picture Theatres Association. They told the committee that the larger theatres have financial difficulties as great as those of the smaller houses.

The finance committee also heard James Reilly, who on behalf of the League of New York Theatres, urged them to extend the proposed tax relief to cover legitimate theatres as well.

In presenting the findings of the finance committee to the city council before it voted in the afternoon, McCarthy emphasized the drops in attendance at several large Broadway theatres in comparison with patronage of past years. These had previously been reported by the fact-finding committee appointed by Mayor Wagner some time ago to investigate the status of the film theatre industry.

McCarthy also told the council that the closing of theatres would mean a drop in real estate taxes, gross receipts and admission taxes.

Majority leader Joseph T. Sharkey maintained that "the theatre industry is sick" and that large theatres need protection too.

Councilman Stanley M. Isaacs, who abstained from voting, said he saw no evidence presented that indicated the large downtown theatres were having financial troubles. He said he "wanted proof of this before we exempt these prosperous theatres."

Passage of the bill is estimated to save the motion picture theatres some $4,000,000 a year.

Circuit Class

(*Continued from page* 1)

Columbia Theatres, will be in charge of the course, scheduled to last from six to eight weeks.

Orear also announced that Doug Lightner, a district manager and director of the five Commonwealth theatres in Columbia, will be transferred to the company's headquarters in Kansas City. Earl Douglass, formerly of the Wareham Theatre in Manhattan, Kans., will take over the Columbia job.

Ray Holmes, formerly of the Granada theatre in Lawrence, Kans., will succeed Douglass in Manhattan, and Dennis Montee, formerly of Liberal, Kans., will move to Lawrence.

B. V. Meetings Here

Plans for national advertising campaigns to promote Walt Disney's "Old Yeller" and C. V. Whitney's second major production, "Missouri Traveler," are being completed at meetings now in progress here by Buena Vista executives and officials of the Monroe Greenthal Advertising Agency.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

Walter Reade Sells Motel in Saratoga

Special to THE DAILY

ALBANY, Aug. 13.—The Community Court Motel, in Saratoga Springs, was sold last Saturday at auction for $161,000, but Walter Reade, Inc., rejected a $20,000 offer for the Congress Theatre building in that city.

Like the Warren, in Hudson, and the Orpheum, in Kingston — which were also put up for auction last week, and which were sold—the Congress reportedly was offered for non-theatrical purposes only. The Reade interests own and operate the Community Saratoga, as well as the Congre They owned, but did not have op the Warren and the Orpheum; o and conduct the Community in H son, and the Community, Kingst and 9-W Drive-in at Kingston.

Store-Window Driv For 'Sun Also Rises'

The first of numerous store-win salutes to 20th Century-Fox's "' Sun Also Rises" can be seen here day at Bonwit Teller, where eigh the store's Fifth Avenue show w dows are devoted to a tribute pai the motion picture industry and to Darryl F. Zanuck feature, as well to earlier well known films star Theda Bara, Clara Bow, Janet G nor and others.

Other stores which have schedu similar window displays include T Tailored Woman and Franklin Sim

"The Sun Also Rises" will begin world premiere engagement at Roxy Theatre here on Aug. 23.

'Dean' Film Bows

MARION, Ind., Aug. 13.—Th sands of fans, including many h dreds from surrounding cities, tur out for the world premiere of W ner Bros.' "The James Dean Sto at the Paramount Theatre here night, climaxing two days of spec ceremonies here and in nearby F mount, home town of the late you actor. Premiere events were cove by CBS and NBC, radio and TV n works.

Columbia's
FABULOUS
5

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays. by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tbe J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

elemeter

(*Continued from page* 1)

going out of business anyway. is could accelerate the movement. owever, it also could bring in more oney for the financing of increased oduction and, in many instances, will expand the income of exhibi-rs."

Balaban said that exhibitors are ong the dozen or so principals th whom negotiations for Telemee franchises in specific areas are ar closing. The first such arrangeent, involving a Telemeter franchise the Los Angeles area, was anunced by Fox West Coast Theas recently.

150% Increase Called Possible

Balaban related that one exhibitor timated that it could produce two d one-half times the revenue his y now yields in film rentals.

Answering a question, Balaban id that with such possibilities, the m maker eventually must decide nen to begin selling his better prodt to pay television—whenever inallations make it possible to reach exceed the income currently being alized in a given territory.

Louis A. Novins, vice-president and anaging director of International lemeter, described it as a "revolun in distribution of entertainment." is necessitated by mounting proction costs in current entertainment rms, by public demand for ineased quality and diversity in telesion entertainment, he said.

Point for 1958 Start

He added that contracts for mass oduction of Telemeter equipment ill be signed in a few weeks and it "possible" that a start could be ade by 1958.

Paul MacNamara, Telemeter vicesident, estimated costs of wiring a me for Telemeter at $35 to $50, ith a total cost of $100 per home r everything pertaining to a Teleeter installation and servicing. Whether that charge would be passed ong to the subscriber or not was id to be largely a decision for the anchise holder to make but that it as generally felt that, since everying depends on first attaining an dience, any charge likely to disurage subscribers should not be ade.

$3 Monthly Suggested

At the most, it was suggested, a rvice charge of about $3 monthly, minimum charge which, if not met gularly could bring about removal the Telemeter attachment, could applied.

The Telemeter equipment is adapble either to closed circuit or overe-air telecasts. It provides a "barks," which runs continuously and deribes the Telemeter programs availble at any time and the charge for ch. Operated on any of the unused annels locally, it brings in a choice three programs via a Telemeter vitch and a coin deposit box which gisters a credit for overpayment. It does not interfere with reception of any of the regular "free" television programs.

Where exhibitors take a local Telemeter franchise, it was pointed out that free programs sold to local sponsors can make an income-producing operation of Telemeter during the daytime off-hours. Those hours also could be productive for use in educational, cultural and other programs and for charity drives, it was said.

Primary program material suggested for Telemeter audience still is first run films, stage and night club productions, major league baseball, World Series, and other major sports.

The total cost of $100 per home for Telemeter was compared to a cost of $400 per seat to construct a new theatre currently. Thus, it is claimed, "four times as many Telemeter homes can be equipped for the cost of building a 1,500-seat theatre."

REVIEW:

Portland Expose

Allied Artists

HOLLYWOOD, Aug. 13

EXHIBITORS WHO MADE box office history with Allied Artists' "Phenix City" two years ago don't need to be told much more about "Portland Expose" than the profitable news that it's the same kind of explosively exploitable merchandise that "Phenix City" was. That is to say, it's the same kind of merchandise in that it presents the melodramatic incidents factually in a specific city that has been in headlines for incidents of this nature within recent weeks. Naturally, the incidents themselves are different, as Portland is different from Phenix City, but the impact of their presentation as taking place in a specifically named, designated and photographed city is as great, or greater. The picture figures to do headline business anywhere.

Production by Lindsley Parsons, with John H. Burrows in association, opens with handsome scenic presentations of Portland, Ore., accompanied by narration describing admirable Portland areas and history, and then goes quickly and deeply into the machinations of racketeers, newly arrived from Seattle, and the connivances of local civic servants. The personal story line is drawn around the operation of a tavern on the edge of town, owned by an honest family which is forced to install gambling equipment and permit other infractions of law. The screenplay by Jack DeWitt is a wide-open and forthright depiction of gangsterism.

Directed by Harold Schuster, the script shows Edward Binns, head of the family imposed upon by racketeers, pretending to go along with the racketeers willingly in their nefarious activities, although working secretly with indignant citizens who have supplied him with a recording device to get evidence against the crooks. Gambling, liquor violations, employment of loose women, attempted rape, forcible cajolery by threat of acid, and outright murder, are among the materials used freely in the telling of the story. It ends with capture of the chief crooks by law-enforcement people from surrounding towns who join voluntarily in wiping out the gangsters. It is not for children.

Running time, 73 minutes. Adult classification. Release, in August.

WILLIAM R. WEAVER

Six Theatres

(*Continued from page* 1)

reserved, selling at $5 including tax, with a 35-cent service fee for mail orders, which are restricted to six tickets to an order.

The theatres carrying the fight will be the Mastbaum and Stanley in center city; the Broadway and Liberty in local neighborhoods; the Stanley in Camden, N. J., and the Stanley in Chester, Pa.

Switch 'Battle Hell' To Central Theatre

"Battle Hell," the Distributors Corp. of America release which had been booked to open at the Mayfair Theatre here, will go instead into the Central Theatre on the same date, Aug. 21.

The change was necessitated by the sudden closing of the Mayfair on Monday. The theatre, which had been operated by Harry Brandt, was taken over by the Marburt Holding Corp., a realty company which leases the theatre. Marburt is said to be negotiating with television, stage and motion picture interests for a new lease.

Sack Opens Remodeled Theatre in Boston

Special to THE DAILY

BOSTON, Aug. 13 — This city's newest motion picture theatre, the Gary (formerly the legitimate Plymouth) was opened recently with a special invitational premiere by owner Benjamin Sack.

Sack has had the entire theatre renovated, with new seats, air-conditioning, mosaics and murals and carpets. It has also been equipped for Todd-AO projection, which makes it the second theatre in the city prepared to show films in that process.

Morros Tells Of 'Spy' Work

Boris Morros, Hollywood producer, who flirted with death as a phony Russian spy while actually acting as an agent for the FBI, has told all to the newspaper men in the presence of the United States District Attorney who is prosecuting Jack and Myra Soble and George and Jane Foster as Russian secret agents. It was the reports of Morros in these cases and the need for his testimony in open court that made it necessary for him to give up his work as secret agent.

He had narrow escapes from death. While he was in Russia "conferring" with Russian secret agents word arrived from Washington that some of the Red spies in this country suspected his loyalty to the Soviet cause. He had to do some fast talking to get out of that situation. Lavrenti Beria was head of the secret police.

Once when he was in Munich and preparing to fly to Vienna for a Soviet conference he received a code warning from the FBI that his life was in danger. He took the first plane he could get to this country.

Ad Campaign

(*Continued from page* 1)

are subject to drastic change or even complete abandonment, suggestions have been made that the agency men think in terms of a $3,000,000 annual budget for a five-year period in originating their suggestions.

Lazarus, Doob, McCarthy There

Requests for the campaign suggestions were made at a meeting of the subcommittee and the agency representatives held here last Friday. Among those at the meeting were Paul Lazarus, Jr., new chairman of the advertising-publicity directors committee; Oscar A. Doob, coordinator for the MPAA business building program, and Charles McCarthy, information director of COMPO.

The institutional program is a favored project of the nation's organized exhibitors. It has been approved by Theatre Owners of America and COMPO. While methods of financing it have not been reduced to particulars, it is generally assumed that exhibitors will be expected to contribute a substantial part of the cost through payment of a small percentage of film rental billings or some other method. Distributors probably will agree to match amounts raised by exhibitors.

Proposal by Stellings

Ernest Stellings, TOA president, has suggested the plan of assessing one-half of one per cent of film rentals. However, some distributors feel this would entail costly and laborious bookkeeping tasks.

It is the position of exhibitors generally that an institutional advertising campaign is an absolute essential of any all-industry business building endeavor.

"LES GIRLS" Preview Get

Something to look forward to is this great attraction which, in its Preview at Loew's 72nd St. N. Y., hit the highest mark in the history of the outstanding research organization, Audience Research Surveys. "LES GIRLS" is just one of the BIG NEW M-G-M hits coming!



M-G-M Presents A SOL C. SIEGEL PRODUCTION of COLE PORTER'S **"LES GIRL**

(rhymes with "playgirls")

Co-Starring JACQUES BERGERAC • Screen Play by JOHN PATRICK • Story by Vera Caspary • Music and Lyrics by COLE PORT

Highest Rating of All Time!



Paintings for the campaign by famed artist John Fernie.

Join "Les Girls" and See a World of Entertainment!

ng GENE KELLY · MITZI GAYNOR · KAY KENDALL · TAINA ELG

emaScope And METROCOLOR • Associate Producer SAUL CHAPLIN • Directed by GEORGE CUKOR

REVIEW:

Hell on Devil's Island

Regal—20th-Fox—Regalscope

HOLLYWOOD, Aug. 13

Prison conditions, political venality and economic slavery, as they existed on France's Devil's Island prior to its abolishment in 1946, are vividly depicted in this Regal Films Production by Leon Chochlick and Laurence Stewart. These are grim matters, never more grimly administered, probably, than in the French Guiana of the period dealt with, and the screenplay by Steven Ritch, based on an unpublished story by Arndt and Ethel Giusti, provides no vein of humor or other secondary interest for relief from the steady succession of dramatic events motived by greed, malice, revenge, cruelty and evil intent. Direction by Christian Nyby is deliberate, firm and uncompromising.

Helmut Dantine plays the principal role, that of a former newspaper editor, crtiical of the French administration, whose unjustified imprisonment under the brutal supervision of a prison boss played by William Talman, has made him scornful of such justice as the newly installed governor of the island, played by Robert Cornthwaite, is determined to install. Under the existing setup of local authority, prisoners who complete their terms on Devil's Island can be reincarcerated if their indebtednesses amount to 100 Francs, which they usually do for the reason that the prison-racketeers prevent ex-prisoners from obtaining employment. Dantine and the new governor finally reach a basis of understanding on which Dantine succeeds, after many failures and at tremendous risk to himself, in putting down the racekteering plantation owner and prison boss who've been operating a secret gold mine on the island.

Dantine and his ex - convict companion, played by Rex Ingram, take large amounts of physical abuse in the course of a story that also includes feminine angles in which Jean Willes portrays a bad girl and Donna Martell portrays a good girl. These angles are incidental to the main story line. Running time, 74 minutes. Adult classification. Release, not set.

WILLIAM R. WEAVER

Gordon Slated

(*Continued from page* 1)

ning. The first business session takes place Saturday afternoon with Abe Berenson, president of Allied Gulf, presiding. Primary subjects on the agenda are arbitration and new developments in cable theatre. The election of officers will follow this meeting.

Closing the convention will be a banquet at 8 P.M. that night followed by a dance at 10 P.M.

Chamberlin to MGM

Dan Chamberlin, formerly with the news department of "The New York Times," and more recently copy chief and news editor of Radio Station KRUX in Phoenix, Ariz., has joined M-G-M's publicity department under Dan S. Terrell.

WARNER BROS. TRADE SHOWS AUGUST 22

"JOHNNY TROUBLE"

STARRING **Miss ETHEL BARRYMORE**

CECIL KELLAWAY • CAROLYN JONES

STUART WHITMAN • Screen Play By CHARLES O'NEAL and DAVID LOREN

A CLARION PRODUCTION

Executive Producer JOHN CARROLL

Produced and Directed By JOHN H. AUER

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2.00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2.00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2.15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Television Today

U.S.-Cuba TV Link To Be Ready Sept. 12

Special to THE DAILY

MIAMI, Aug. 13.—The American Telephone & Telegraph Company has announced an "over-the-horizon" telephone and telegraph link between the United States and Cuba which will be ready for service Sept. 12. The system bounces telephone and television signals over the horizon between stations at Florida City and Guanabo, Cuba, a distance of 185 miles.

The system will carry more than 200 phone calls and two television programs in each direction. A microwave transmitter at Guanabo will relay the signal to Havana, 14 miles away, and one at Florida City will relay the signal to Miami 35 miles to the north. The cost of the project has been put at $3,000,000.

Bloom Head

(*Continued from page* 1)

west coast. The announcement made by Bernard Tabakin, who Sylvia Seymour, coast executive, been promoted to assistant to Blo She will be coordinator for all duction.

Bloom will supervise all the duction for NTA at Desilu and 2 Fox.

Zukor Guest Star

The history of the motion picture dustry will be reviewed for televis audiences by Adolph Zukor, chairm of the board of Paramount Pictu on the new "Arlene Francis Sho over the NBC-TV network, Tuesd Aug. 27, at 10 A.M.

One Man's TViews

By Pinky Herman

TOMORROW we'll go into our "now-you-see-us-now-you-don't" NBC's Syd Eiges wants us to have a drink with Casey Shawl the new head of their Hollywood press dep't and Marty Roberts invi us to bend an elbow with him and fellow fourth estaters watching award-winning entries in NTA's ten grand "showmanship" contest. F tunately the two events are at Toots Shor's at 5:30 P.M. so we'll be a to cover both without any difficulty whatsoever. . . . As a result of most enlightening and entertaining guestint last week on Mike Wallac ABC-TV'er, Bob Feller has been approached by two firms, Screen Ge and 4 Star Productions, to make a series of baseball clinic telefilms. Cou even be that Motorola would sponsor this "Saturday morning" natur . . . CBS Maestro Alfredo Antonini, in addition to batoneering this ne most ambitious projects in the Fall, namely "The Twentieth Centu and "Seven Lively Arts," will also conduct several Dupont-sponsor CBSpectacles. . . . "Miss Frances," the gracious schoolmarm wh "Ding Dong School" has been a bell-ringer for several seasons, will ag go into action Aug. 26, the program slated to originate in Chicago (WG TV) for 13 weeks following which it'll move back to Gotham (WABI

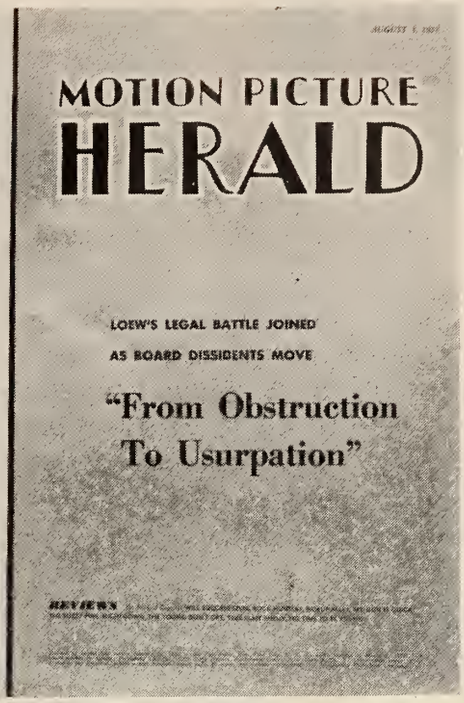
☆ ☆ ☆

The multi-talented Art Ford, who besides being one of the top-ranki deejays in the country (heard daily over WNEW-New York) is also Art Connoisseur, motion picture producer and author, branches out i TV when his latest brainchild, "The Greenwich Village Party," a Friday Nite (10:00-10:30 P.M.) live program makes its WABDebut Sept. 13. With Art himself as the host, program will feature the famed Village's Artists, Poets, Writers, Thespians and other colorful inhabitants. Program shows great promise and already there's talk of increasing it to a full hour in November. (Definitely, there's a Ford in WABD's future.) . . . After 3 years as promotion director for the Fund For the Republic Awards, Sylvia Spence has resigned to open her own firm Sylvia Spence Associates, specializing in the organization, promotion and conducting of Awards for national and civic orgs. . . . Recently en route to Boston, we stopped in Hartford and were WTIC-kled pink to spend a pleasant hour wi Larry Kenfield, who is rounding out his 27th year as musical direct and record librarian at that station. Larry has proven to be one of t pan alley's best-liked contacts and likewise has won the gratitude Recording Artists for his friendly help thru the years.



Art Ford

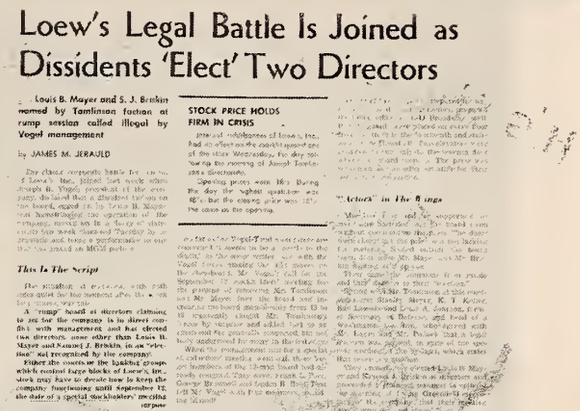
The LOEW STORY . . .


MOTION PICTURE
HERALD

LOEW'S LEGAL BATTLE JOINED
AS BOARD DISSIDENTS MOVE

"From Obstruction To Usurpation"

REVIEWS


Loew's Legal Battle Is Joined as Dissidents 'Elect' Two Directors

Louis B. Mayer and S. J. Briskin named by Tomlinson faction at rump session called illegal by Vogel management

by JAMES M. JERAULD

STOCK PRICE HOLDS FIRM IN CRISIS

This Is The Script

"Actors" in The Things

Call for Special Meeting

Meanwhile, the Vogel . . .


Entrance:

Meeting (?):

TUESDAY MORNING - to New York, where Mr. Tomlinson and friends met, officially or not, at MGM's headquarters, the HERALD alone had eyes as well as ears, and this is what it saw . . .

Questions:

Friend:

What Happened?

And Opinions:

Exit . . .

Rebuttal:

All the News That is News

MOTION PICTURE
DAILY

Concise and to the Point

NEW YORK, U.S.A., TUESDAY, JUNE 25, 1957 TEN CENTS

VOGEL MOVES TO OUST TOMLINSON, MEYER

To Ask Stockholders for 'Management Board' on Sept. 12

Charges Pair, with Aid of L. B. Mayer, Obstruct His Efforts to Manage Loew's; Says Three Directors Resigned in Week

NT-Telemeter Studies Other Pay-TV Areas

SW 39-Week Net Up 33%

About Finds Tax Problems in Asia

by JAMES JERAULD

Split Profits to Assure Equalization: Berlers

Toll Television Briefs Are Filed with FCC

Text of Vo

Television Today


All the News That is News

MOTION PICTURE
DAILY

Concise and to the Point

NEW YORK, U.S.A., WEDNESDAY, JULY 31, 1957 TEN CENTS

Hacked by Wagner

Exemption on First 90 Cents In N.Y. Tax Bill

Passage Is Seen Certain; Would Aid Small Houses

Rump Session Names Mayer, Briskin to Loew's

Todd Scores Lazy Showmen

Management Calls Actions Illegal; Vogel Continuing Operations, Relies On Special Meeting of Stockholders

by JOHN W. JERAULD

Killion Heads MGM's Executive Committee

Rank Sees $5,000,000 Fiscal Year Billings

by NORMAN GLUBOK

AT THE TOMLINSON MEETING

BIG NEWS . . . *reported big*— by MOTION PICTURE HERALD and by MOTION PICTURE DAILY . . . *as exemplified in pages here reproduced* . . . pages distinguished by live, discerning copy — by exclusive on-the-spot pictures — giving the Loew's Management Battle reporting worthy of its industrial significance and drama—and of a fine reputation in trade journalism.

"Superior! Has pace, variety! Songs... lively and interesting. Will do well!"
HOLLYWOOD REPORTER

BOXOFFICE GOES JUMPIN' WITH ROCK'N ROLL!

It's the Red-Hot Battle of the Rages!

BOP GIRL



THE MARY KAYE TRIO
THE GOOFERS
LORD FLEA
NINO TEMPO
THE TITANS

When the jumpin' guitar meets that bongo beat—it's dynamite! And when a curvy cutie clashes with a square prof.—it's the battle of the sexes!

starring
JUDY TYLER · BOBBY TROUP · MARGO WOODE
Written by ARNOLD BELGARD · Music by LES BAXTER
Directed by HOWARD W. KOCH
Produced by AUBREY SCHENCK · A BEL-AIR Production

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 32 NEW YORK, U.S.A., THURSDAY, AUGUST 15, 1957 TEN CENTS

For Sept. 12 Meeting

Exhibitor Unit Seeks Proxies In Loew Fight

Harry Brandt Organizes To Solicit Million Shares

By JAMES M. JERAULD

Exhibitors all over the country are to be asked to become solicitors for proxies to the special meeting of Loew's, Inc., stockholders scheduled for September 12. A committee has already been organized for this purpose by Harry Brandt, well-known exhibitor with theatres in seven states and the District of Columbia.

The committee is now in process of expansion with Brandt aiming for a membership of at least 100 and a

(*Continued on page* 4)

Say Restrictions On Loew's Proxies Minor

An order obtained in Wilmington, Del., chancery court on Tuesday restraining Joseph R. Vogel, Loew's president, and associates from using company funds to solicit proxies for the special meeting of stockholders Sept. 12 and enjoining Loew's em-

(*Continued on page* 4)

N. Y. Midtown Theatres In Crisis, Says Brandt

The future of New York's midtown theatres will be uncertain during the next 18 months, according to Harry Brandt, until the drawing power of old films turned over to television is weakened further.

"We had television licked," he

(*Continued on page* 6)

TRADEWISE on page 2

Television Today on page 4

Allied Board Backs Vogel

Special to THE DAILY

PITTSBURGH, Aug. 14. — The board of directors of Allied States Association of Motion Picture Exhibitors meeting in the Penn-Sheraton Hotel here today passed a resolution urging the retaining of Joseph R. Vogel as president of Loew's, Inc., and giving him a board of directors which will support his efforts to rebuild M-G-M.

The resolution noted "that it views with alarm and disgust the desperate and irregular efforts resorted to by Joseph Tomlinson and his henchmen." It also urged all Allied members owning stock in Loew's to give their proxies to the committee representing management.

Balaban, Hansen-Moller On Chromatic TV Board

Barney Balaban, president of Paramount Pictures and Borge Hansen-Moller, California investment banker, have been elected directors of Chromatic Television Laboratories, Inc., wholly-owned subsidiary of Paramount. The election of the two new directors brings the Chromatic board to seven.



B. Hansen-Moller

Hansen-Moller, a member of William R. Staats & Co., Los Angeles invest-

(*Continued on page* 4)

Rhoden Queried on NT Financial Transactions

Special to THE DAILY

SAN FRANCISCO, Aug. 14—Elmer C. Rhoden, president of National Theatres, today's witness in Samuel Goldwyn's anti-trust suit, was rebuked by Federal Judge Edward P. Murphy.

Under questioning by Joseph L. Alioto, Rhoden denied recollection of a threat by a Kansas City exhibitor in 1951 to sue the Fox interests and

(*Continued on page* 6)

Resolution Outlines 3 Conditions

Move to Rejoin Compo By Allied Directorate

Board Also Asks Adherence to SBC's Suggestion on Clearance-Computation

Special to THE DAILY

PITTSBURGH, Aug. 14—A resolution calling for Allied States Association of Motion Picture Exhibitors to rejoin the Council of Motion Picture Organizations under certain conditions was passed here today by the Allied board of directors meeting at the Penn-Sheraton Hotel. It was suggested that Allied rejoin COMPO if:

(1) Allied, through a designated representative, will resume its place on the COMPO governing committee.

(2) That the governing committee will fulfill its commitments in its agreement terms.

(3) That the executive committee make effective the condition that COMPO dues collections shall not be

(*Continued on page* 6)

Sees N.Y.C. Tax Victory Aiding Exhibitors Elsewhere

Removal of the five per cent New York City ticket tax up to 90 cents should help exhibitor opposition to ticket taxes in other places, according to Harry Brandt, president of the Independent Theatre Owners Association. He was one of the speakers at conferences held by Mayor Wagner before the City Council cut the tax back.

In Chicago where there is a two per cent tax the committee in charge is already using the New York action as an argument for similar cuts, Brandt pointed out.

Schreiber Marks 25th Anniversary with MPA

Sidney Schreiber, general attorney for the Motion Picture Association of America, completed 25 years of service in the industry today. He joined the association in 1932 as assistant to Gabriel L. Hess.



Sidney Schreiber

Schreiber became general attorney in April 1940. In 1947 he was elected assistant secretary and the following year was named secretary. He also is secretary for the Motion Picture Export Association

(*Continued on page* 6)

Admission Tax Study Set by House for Fall

By J. A. OTTEN

WASHINGTON, Aug. 14. — The federal admissions tax has been included on a list of excise taxes which a House Ways and Means Subcommittee set for staff study this fall.

Chairman Forand (D., R.I.) said the staff was asked to study the "repressive effect" of excise tax rates on the list.

The subcommittee hopes to meet in late November to go over the

(*Continued on page* 6)

20th-Fox's 'Big Show' Free to Exhibitors

The recently completed 56-minute edition of 20th Century-Fox's product trailer "The Big Show," will be made available to exhibitors without charge beginning Aug. 28.

The presentation includes a newly-filmed introduction by 20th-Fox president Spyros P. Skouras and a revised commentary by executive producer Buddy Adler.

PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Export Association, and ROBERT CORKERY, director of the MPEA Latin-American division, will return to New York from Buenos Aires on Saturday.

•

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from the Coast.

•

SIDNEY KULICK, owner of the Bell Film Exchange, who suffered a heart attack two weeks ago, is still in Trafalgar Hospital here.

•

ERICH STEINBERG, RKO Radio general manager for Germany, has arrived in New York from Peru, where he vacationed after leaving the Continent.

•

BEN HARRIS, president of American Film Co., Philadelphia, is recuperating there following a heart attack.

•

ARTHUR DE BRA, former director of community relations for Motion Picture Association of America, is recovering from surgery at St. Francis Hospital, Poughkeepsie, N. Y.

GPE Sales, Earnings Gain for Six Months

General Precision Equipment Corp. registered substantial gains in sales and earnings during the first half of 1957, Hermann G. Place, president, reported yesterday. Consolidated net income for the six months ended June 30 totaled $2,662,253, more than double the net income of $1,154,599 reported for the first six months of 1956.

Net income in the latest six months was equal, after preferred dividends, to $2.10 per share on the 1,125,806 common shares outstanding at the end of the period. This compares with 84 cents per share, after preferred dividends, for the six months ended June 30, 1956, on 1,066,579 shares outstanding.

Consolidated net sales in the latest six months were $93,299,678, an increase of 26 per cent over sales of $74,124,196 recorded in the first half in 1956.

'Man' Gross $6,000

Universal's "Man of a Thousand Faces," which had its world premiere at the RKO Palace Theatre here Tuesday night, was heading for a first day's gross of $6,000 late yesterday afternoon, according to Sol Schwartz, president of RKO Theatres.

TRADEWISE

By ONLOOKER

SEVERAL news men who covered the press conference in the Federal Building early this week at which Boris Morros related the story of his 12 years as a counter-espionage agent for the F. B. I. commented on Boris's thick Russian accent. That accent was the source of daily amusement to his co-workers in the industry some years back when it was thicker than it is today. One of this department's delights was to be on hand when Boris would pass the late Phil Reisman on the street and ask, "How you fill today, Pheel?" . . . Columbia's press and star junket to Denver last week for the world premiere of its "3:10 to Yuma" really was outstanding of its kind. Everything was top drawer, what with the Governor of Colorado and the Mayor of Denver as hosts of record on succeeding nights, and with actionful events taking up every minute of premiere day. Press men (and women) actually were heard to complain that they could have used more time to file stories. . . . The tab Columbia picked up for the three-day (including travel time) affair was in the neighborhood of $60,000, or a little more than the cost of two pages in a top weekly magazine. And the junket generated far more space than that. It was not only a swell revival of the old school of hoopla showmanship from which the picture inevitably must benefit, but it was the means of reviving public interest in motion pictures generally among many thousands in the area where the premiere was held. Paul Lazarus and his competent staff of publicists are deserving of congratulations for a great job, well done.

THAT WAS A STRANGE stunt that Trueman Rembusch's Syndicate Theatres pulled in letting the public in to see "The Ten Commandments" at the Crest Theatre in Wabash, Ind., for whatever amount they cared to contribute. At a time when exhibitors are pleading for more and more product their cause is not likely to be helped by the employment of an exhibition policy which dissipates available product of any type. But when such a policy is applied to the costliest production of all time—and to date, one that promises to become the most remunerative to exhibitors—there is reason to wonder just how much harm the incident may do the exhibitors' cause. . . . There is reason to wonder, also, what kind of business philosophy permits the operation of a theatre offering a $13,000,000 production without an established admission price. Apparently, the management is not answerable to public stockholders. Syndicate is engaged in litigation with Paramount, but that doesn't explain why it would wish to penalize itself by forfeiting earnings on a top production. In our humble opinion, Syndicate's aberration is unlikely to become contagious.

THERE'S A STORY making the rounds that of a group of Oklahoma exhibitors who contacted the state legislative committee during the last session to urge enactment of an anti-blind checking statute, half were under investigation for suspected under-reporting of boxoffice receipts. . . . Begins to look as though the Hollywood Jubilee, kick-off stunt of the elaborate industry business-building program, will get under way as planned around Oct. 1. It speaks volumes for the spade work accomplished by the advertising publicity committee under the Jerry Pickman and Roger Lewis chairmanships. It's a back-breaking job to get a program of the kind rolling. But it's being done, that's the important thing. . . . And now it's up to the committee, under the new chairmanship of Paul Lazarus, to get the show on the road, and to get things started to provide the wherewithal. Nobody in the industry envies them that job. . . .

Detroit Newspapers Aid Free Tickets Campaign

Special to THE DAILY

DETROIT, Aug. 13 — Detroit newspapers are cooperating with the local exhibitor campaign now in progress aimed at sending every person in the area with a mailing address a set of free "sample" tickets to motion picture theatres. This is to be done within the next 12 months.

Mastheads of the movie directory section carry the heading "theatre marked (GJ) will accept Golden Jubilee Gift Tickets." Individual ads of participating houses are all so marked.

Philippine Remittance Problem Completed

The Motion Picture Export Association board devoted the major part of its weekly meeting Tuesday to discussions of the Philippines. Although it was hoped complete settlement could be reached by this time, only partial resolution has been obtained, a spokesman said. The remittance problem has been satisfactorily completed and the companies are applying for remittances covering the 1956 and 1957 semesters. No agreement, however, has been reached on the tax on film remittances exacted by the Philippine government. The matter will revert to the court if no settlement is reached.

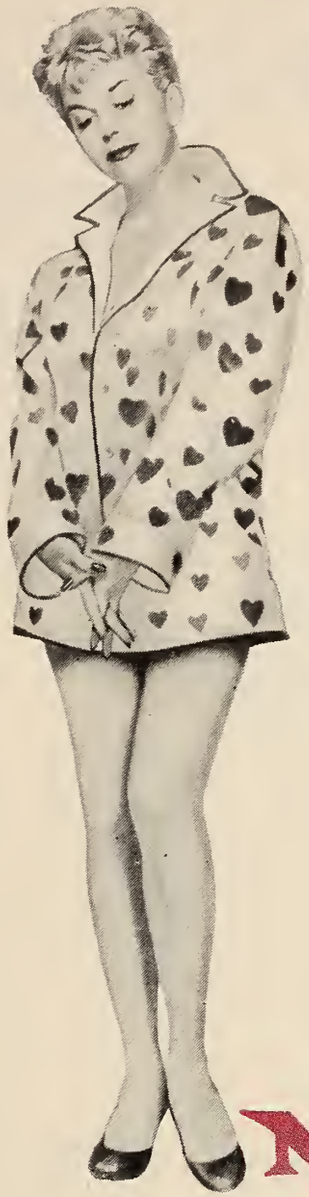
The Pakistan government has allocated 240 import licenses following the same pattern as last year, the MPEA board learned.

Three Reade Theatres Book Fight Sept. 23

Three Walter Reade theatres—the Asbury Park St. James; the Lawrence Drive-In Theatre in Trenton, and the Atlantic Drive-In Theatre in Pleasantville—will show the Ray Robinson-Carmen Basilio world middleweight championship match on their theatre screens Monday, Sept. 23. Walter Reade, Jr., president, has signed contracts for the closed-circuit TV booking with Theatre Network Television.

The St. James Theatre, which can accommodate about 1,800 people, has been scaled at $4.40 and $3.30, federal taxes included, with tickets placed on sale at all Walter Reade theatres in Monmouth and Middlesex Counties. The Lawrence Drive-In, which has a capacity of 1,000 cars; and the Atlantic Drive-In, with a capacity of 900 cars, will sell tickets at $3.30, tax included, with a minimum of four persons per car. Bleachers will be erected in each drive-in theatre for pedestrian admissions.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.





Nothing else is as much fun as

A GEORGE ABBOTT AND STANLEY DONEN PRODUCTION

The Pajama Game!!!

IN WARNERCOLOR FROM WARNER BROS. STARRING

Doris Day

as 'Babe'--and the wonderful cast of the Broadway play!

John Raitt · Carol Haney · Eddie Foy, Jr.

WITH RETA SHAW · BARBARA NICHOLS · SCREEN PLAY BY GEORGE ABBOTT AND RICHARD BISSELL · BASED UPON THE PLAY 'THE PAJAMA GAME' · BOOK BY GEORGE ABBOTT AND RICHARD BISSELL

MUSIC AND LYRICS BY RICHARD ADLER AND JERRY ROSS · PRODUCED BY BRISSON, GRIFFITH AND PRINCE · PRODUCED AND DIRECTED BY GEORGE ABBOTT AND STANLEY DONEN

Hey There! Hernando's Hideaway! Steam Heat! Seven and a Half Cents! !!! and all the rest!

FIRST ENGAGEMENT STARTS SOON AT RADIO CITY MUSIC HALL!

Television Today

Elect Balaban

(*Continued from page 1*)

ment bankers, also was elected chairman of Chromatic's executive committee. For the past year he has been retained as financial and management advisor for Chromatic. He will now supervise the planning and organizing of the company's facilities to prepare for the impending introduction of the Lawrence color television to the communications field and the public, according to Paul Raibourn, chairman of the Chromatic board.

Hansen-Moller, in addition to his banking affiliations, served with the U. S. Treasury Department during World War II and later a term as vice-president of the International Bank in Washington, D. C.

MPO Films, ATV Prod. Are Consolidated

The consolidation of MPO Television Films, Inc., with ATV Film Productions, Inc., was announced here yesterday by Judd L. Pollock, MPO president, and Mickey Schwarz, ATV president. They said that the augmented film-making staff and east coast production facilities, resulting from the merger, "establish MPO as the largest commercial film producer in the country."

Schwarz, who founded ATV in 1953, will continue his activities as producer-director under the MPO banner. It also was said that because of the "increased agency demand for MPO services," almost all of ATV's current personnel will be absorbed immediately by MPO.

Sales, editing and general office facilities will be based at MPO's home office at 15 East 53rd Street, New York City.



The Monarch

Only De luxe Service Every Night, Overnight New York to London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.

CBS Six-Month Net Doubles '56 Figure

Consolidated net income of Columbia Broadcasting System, Inc., for first six months of 1957 amounted to $10,199,193, compared with $5,308,990 earned in the comparable period of 1956, it was announced yesterday at the meeting of the board of directors by William S. Paley, chairman.

The current earnings are equivalent to $1.33 per share, an improvement of 62 cents per share over the 71 cents per share earned for the first six months of 1956. Paley said that, as previously reported, the figures for 1956 include a provision, after applicable tax credits, of approximately 35 cents per share to cover expenses and losses attributable to the discontinuance of the CBS-Columbia Division. Per share earnings are calculated on the average number of shares, 7,651,461 in 1957 and 7,487,337 in 1956, outstanding during the respective six - month periods.

Net revenues and sales for the first six months of 1957 totaled $186,798,814, an increase of 7 per cent over the $174,274,387 for the corresponding period last year.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable Sept. 13, to stockholders of record at the close of business on Aug. 30.

No Commercials on Its Toll TV: Skiatron

Special to THE DAILY

SAN FRANCISCO, Aug. 14—Published reports in Los Angeles that its toll-TV will have commercials has brought a denial from Alan Lane, vice-president and operations director of Skiatron TV, Inc. In a call from Los Angeles to mayor George Christopher, Lane said a wrong interpretation had been placed on a weekend meeting here between pay-TV attorneys and city government executives.

"As it stands now," Lane told the mayor, "Skiatron doesn't and wouldn't contemplate the use of advertising. There was no mention in our application for a San Francisco franchise of advertising in any form. We didn't say we wouldn't use advertising but we also didn't say we wouldn't spread bubonic plague."

It was true, Lane acknowledged, that Skiatron had objected to the inclusion in its proposed franchise of a bar to advertising, but explained there was a double reason for the objection.

"First, the franchise term is 50 years, and it wouldn't make sense to tie one's hands for so long a time." Secondly, "the camera might pick up such advertising as a signboard in a baseball park and that could jeopardize the franchise."

Exhibitor Group Aids Loew's

(*Continued from page 1*)

target of proxies for at least a million shares.

Those who have already volunteered their services are:

Frank C. Walker, former postmaster general and circuit operator; Burt Lancaster, producer; Robert S. Benjamin, chairman of the board of United Artists; Ned E. Depinet, president of Motion Picture pioneers; Mike Todd, producer; Harry Balaban, Chicago circuit operator; Benny Berger, leading Minnesota exhibitor; David Wallerstein, circuit manager; Harry C. Arthur, circuit head and president of the Southern California Theatre Owners Association; Tom J. Connors, former sales head of 20th Century-Fox and also of Loew's; Jay Emanuel, circuit operator and trade paper publisher; Leo Lindy and Harry Fishback, neither of whom is in the film business.

Brandt Outlines Aims

"What we're doing," Brandt said at a press conference here yesterday, "is organizing a committee of stockholders both inside and outside the industry. It will be called the Loew's, Inc Stockholders Protective Committee. Its aim is to support Joseph R. Vogel, president of Loew's, and solicit proxies for his slate of candidates for the board of directors.

"What about that injunction issued by the Chancellor of Delaware barring Loew's from spending any company funds for solicitation of proxies?" Brandt was asked.

Not Using Company Money

"We're not using any of the company's money," Brandt replied. "To date I have simply asked many men if they are stockholders and whether they are willing to apply to the Securities and Exchange Commission under regulation 14B for permission to solicit the proxies. All I have approached so far have agreed. I expect to get my own permit tomorrow along with a number of others.

"We have to do this," Brandt declared emphatically. "The fate of the business is at stake. If these interlopers continue to block the functioning of Loew's they would have to liquidate and theatres couldn't stay in business without MGM pictures. Look what happened to RKO!."

Will Engage Legal Adviser

Brandt was asked if he would continue to try to finance the proxy campaign. It could run into large sums. He already has installed five additional telephone lines in his office and has a new operator and a new secretary at work. He intends to hire a legal adviser immediately, he said.

"I have financed the campaign so far; I haven't asked for any assistance; I may have to later. If we win, I will ask Loew's to reimburse us. We are keeping a special account. If we lose, I'm the loser," he declared.

Then he added the further comment on the Tomlinson group:

"Leaders in every phase of the motion picture business as well as many other industries have been shocked by the brazen attempts of a handful of men to seize control of Loew's. We intend to go all out to block them.

"This company has been known the world over as one of the outstanding producers of entertainment. As an exhibitor I know from personal experience that its films have been a mainstay of theatres everywhere. It is vital to the entire industry that Loew's continue as a major producer. This can only be done under the leadership of men like Joe Vogel."

Will Cover Leading Cities

Brandt said he intended, after receiving SEC authorization to collect proxies, to ask Loew's management to let him examine the list of stockholders, so that names can be sent to all solicitors in all states. Brandt said he intends to hold meetings in all leading cities.

Berger has volunteered to travel in Minnesota and surrounding states to get proxies, Connor has agreed to tour the country, he said, and added:

"We also intend to ask permission to intervene in the Delaware Chancery cases to argue for a removal of the injunction. We want to have a bushel of proxies by that time to impress the Chancellor."

The Delaware hearing is scheduled for August 22.

Proxy Restrictions

(*Continued from page 1*)

ployes from soliciting proxies is not of major significance, in the opinion of observers close to developments in the struggle for control of the company.

It was added that anyone who wishes to do so can solicit proxies if he gets an SEC 14B permit, and in this regard the nationwide industry committee formed by Harry Brandt, New York circuit operator, was cited. Details of that action are reported in this issue.

The Wilmington order was obtained by Ralph B. Campbell of Lexington, Ky., described as the owner of 2,000 shares of Loew's stock. Observers said the petitioner obviously was cooperating with the Joseph Tomlinson-Fred Meyer-Louis B. Mayer insurgent faction.

A hearing on the order has been set for next Thursday, Aug. 22 in Wilmington, at which time there will be another hearing on petitions to determine the legality of the elections of Mayer and Sam Briskin to the Loew's board at the July 30 "rump" meeting.



FIRST, I'D BETTER TAKE CARE OF WILL ROGERS HOSPITAL...



Nothing Like An Early Start...

The Christmas Salute this year comes in August, and it's combined with the Audience Collection. This will make it easier for Industry Employees to bring greater healing to more patients at Will Rogers for the Drive is well ahead of the crush of other holiday appeals. Early gifts, and bigger gifts, are needed because your hospital is...

Now Treating All Chest Diseases

2 BIG JOBS TO DO AT ONCE

Get them done in August—before the rush!

Audience Collection AND THE *Christmas Salute*

FROM THEATRE-PUBLIC

Exhibitors are urged to get behind the Audience Collection. It's vital to the support of your hospital's healing and research work. Show the Deborah Kerr trailer and take up Audience Collection.

WEEK BEGINNING WEDNESDAY AUGUST 7 through 14

FROM INDUSTRY EMPLOYEES

Employees are asked only once a year for this help. Make this year a better one! Every employee signs the Scrolls and gets membership card. Send tangible holiday greetings to fellow employees. Help your hospital, and yourself!

START THIS ON WEDNESDAY AUGUST 7 *(Finish in August)*

WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. • *Saranac Lake, N. Y.*

Theatre Employee Now 90, Ticket Taker for 19 Years

Special to THE DAILY

WILDWOOD, N. J., Aug. 14 — Although he has now reached his 90th birthday, Richard White remains active as a member of the staff of William C. Hunt's Shore Theatre. For the past 19 years, he has been a ticket taker at this resort theatre.

Allied Board

(*Continued from page* 1)

made by film company employees in any territory wherein is located a regional exhibitor organization affiliated with COMPO, without the consent of such a regional association.

Regarding arbitration, the board instructed its Allied representatives "that an arbitration system to be effective must give effect to, among other matters, the recommendation of the Senate Select Committee on Small Business for computing as clearance the number of days elapsing between the close of a picture's engagement in a prior-run theatre and the opening of its engagement in a subsequent-run house."

Ben Marcus of Milwaukee was commended in another resolution for his actions in alerting allied exhibitors and others to what was characterized as the destructive policies of distribution in the Milwaukee area.

The convention closes here tomorrow with president Julius Gordon of Beaumont, Tex., presiding.

Indonesian Censor Observes N. Y. Methods

Abdul Karin, chief assistant to the censor of Indonesia, has been given the opportunity of observing the New York State Education Department's Motion Picture Division in operation for a week. In the United States for study, Karin desired to watch the administration of a state censoring organization.

Arrangements for this were made by Dr. Hugh Flick, former head of the Motion Picture Division and now executive assistant to the State Commissioner of Education at Albany, and Louis M. Pesce, present director of the Division.

'Dean' Brings $1,969

Warner Bros.' "The James Dean Story" grossed $1,969 on the opening day, Thursday, of its world premiere engagement at the Paramount Theatre in Marion, Ind., which was the highest weekday opening gross at the theatre ever, the company reported yesterday.

'Stolen Time' to A.A.

HOLLYWOOD, Aug. 14 — Steve Broidy, president of Allied Artists, has announced the company's acquisition of Western Hemisphere distribution rights to "Stolen Time," a Charles Deane Productions, Ltd., feature, starring Richard Arlen.

Sees B'way Theatre Crisis

(*Continued from page* 1)

said, "when that mass of pictures was turned over to TV stations. They have already lost some of their freshness. Some TV stations repeated some of their old programs this summer. Their demand for material is insatiable. They need 3,000 pictures a year and they can't either get them or produce them.

"I can't see any TV station paying $1,000,000 for producing a new picture. Pay television is the only way they can get out of their jam."

Regarding the immediate and distant future of the Broadway theatre he had this to say:

"I've sold the Globe because the graph was continuously downward. When I bought it the overhead was $3,000 a week. When I closed it the overhead was $7,000 and the pictures were hard to get.

"There will continue to be a Broadway market for some big productions. The Rivoli is safe with Todd-AO. Mike Todd expects to stay there at least five years. The Warner seems to be well set with Cinerama.

"I had to give up the Mayfair because the rent was too high.

"The Capitol, Roxy and Music Hall seem to have an assured future. The Music Hall, of course, is one of the seven wonders of the world. 'The Ten Commandments' saved the Criterion, and I understand another strong picture is in sight. The State might benefit from the closing of some of the nearby theatres, because it would have more product available.

The Paramount has to watch out that it doesn't make its guarantees too high."

Brandt said he had closed ten theatres in New York, most of them well uptown, in the past three years.

"People just won't get dressed, drive to mid-Manhattan, find a parking space and then go back home while they can see pictures on TV they haven't seen before. The situation may change in the next 18 months or two years."

Ticket Taxes

(*Continued from page* 1)

recommendations of Congressional and Treasury tax experts on rate changes and on proposals for more technical excise tax changes. Some subcommittee members said they had no doubt that an attempt would be made to put together an excise tax rate bill for action next year.

However, Forand said that "until next year we really won't know what we can afford in excise tax cuts."

Herlong Committee Member

Rep. Herlong (D., Fla.), author of a bill to make the federal 10 per cent ticket tax apply only to tickets costing over $2 instead of 90 cents as at present, is a member of the subcommittee.

The action of the subcommittee in setting down rate changes for staff study and subcommittee action this fall was additional evidence that there's practically no chance of action on the Herlong bill by the House Ways and Means Committee before Congress quits. Some members of the Ways and Means Committee said there was even a good chance that the committee would not meet again this session.

Schreiber Marks

(*Continued from page* 1)

and the Council of Motion Picture Organizations.

During Schreiber's term at MPAA he has been associated with most of the industry's leading lawyers and worked with them on many cases.

Legal friends serving on Schreiber's law and copyright committees of MPAA are Timberlake and Kaufman of Paramount; R. W. Perkins of Warner Bros.; Reese of Columbia and Benjamin Melniker of Loew's.

Query Rhoden

(*Continued from page* 1)

other exhibitors and eventually was paid $100,000 without a court trial. Alioto already had introduced into evidence the aforementioned facts. After Rhoden's repeated denial of knowledge of this fact Judge Murphy asked,

"You mean to tell me you paid one hundred thousand dollars and don't remember any semblance of the details? That's incredible."

Previously Rhoden had admitted on the stand he made a million-dollar profit in 1946 when he sold back to National Theatres a block of shares he bought in 1944 for $84,750.

Rhoden also disclosed that the late Charles Skouras in the same stock resale transaction, realized a profit of more than four million dollars and that Frank H. Ricketson, Jr., now vice-president of NT, reaped a profit of more than a million.

Fire at A.A. Studio Holds Up 'Budapest'

From THE DAILY Bureau

HOLLYWOOD, Aug. 14. — Fire which broke out early today at the Allied Artists studio, damaging two buildings before being extinguished by 10 fire companies, will necessitate postponement of production on "Beast of Budapest," Archie Mayo production, until next Monday.

Fire loss is estimated at $10,000.

Multiple 'Pink' Runs

United Artists has set 32 day-and-date bookings for Russ-Field's "The Fuzzy Pink Nightgown" in the Chicago area starting Friday. The neighborhood first-run openings are the first UA has made in that territory.

Ask High Court Lift 'Game of Love' Ban

The Times Film Corp. will to petition the United States Supre Court to lift the ban of censors in C cago on the French film, "The Ga of Love." The petition, which be filed by attorney Felix J. Bilgrey New York City, contends that Chicago censorship setup "violates First and Fourteenth Amendme of the Constitution by provid for censorship of all motion pictu prior to their exhibition and prohil ing the exhibition of all motion p tures which it holds are immoral a obscene."

The petition also contends that procedure established by the pol censor unit violates "due proces and that "the present censorship thority has no rules or regulations, standards except to 'call them as th see them'."

May Supply Clarification

Bilgrey pointed out yesterday t the Times Film appeal could provi a basis for clarification of a ma point unresolved in the famous "Mi cle" film case: "whether (in the cour language) a state may censor moti pictures under a clearly drawn stat designed and applied to prevent t showing of obscene films."

In New York, for example, the sta film censorship statutes retain "o scenity" as virtually the only groun on which a picture can be banned, B grey said. "This much-abused word one of the last strongholds of ma would-be censors," he added. "T word 'sacrilegious' as an alibi for ba ing films passed out with the Supre Court decision on 'The Miracle', whi the word 'immorality' lost its force a censorship excuse when the highe court ruled on the films 'M' and 'L Ronde.'"

L.A. Will Hear Pay-TV Plea of Harriscope

From THE DAILY Bureau

LOS ANGELES, Aug. 14. — Th application of Harriscope, Inc., for pay-television franchise for Los An geles will be taken up for consider tion by the Public Utilities and Tran portation Commission next Tuesda MOTION PICTURE DAILY has learne It is the third company to apply f a pay-television franchise coverin Los Angeles, Skiatron and Telemet having applied previously.

Burt I. Harris, president Harriscop said his plans do not embrace th use of any de-coding or un-scramblin device, so far, but contemplate direct service on a fixed-charge basis, prob ably on a monthly plan.

Kilborn, AB-PT Director

William T. Kilborn, 59, a directo of American Broadcasting-Paramoun Theatres, died yesterday at Wes Pennsylvania Hospital in Pittsburgh where he lived. He is survived by hi widow.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 82, NO. 33 NEW YORK, U.S.A., FRIDAY, AUGUST 16, 1957 TEN CENTS

DITORIAL

Allied Board's Welcome Action

By Sherwin Kane

HE constructive action of the Allied States board of directors on the opening day of its mid-summer meeting in Pittsburgh this week being hailed in key industry circles a most welcome development. any regard it as a heartening indication that the long-desired rapochement between all of exhibition the one hand, and distribution on e other, may be possible of attainent in the not too distant future.

The Allied board's key actions on ednesday included (1) the approval the conciliation draft as drawn up the joint industry conference on bitration and conciliation; (2) conional approval of resumption of llied membership in COMPO, and) adoption of a resolution supportg Joseph R. Vogel in his fight for anagement control of Loew's-MGM gainst an insurgent minority.

•

The trend toward increasingly conructive action and policies by Allied tates has been evident since the inption of the current Julius Gordon residential term.

Whether it reflects the individual adership of Gordon or a program ictated by the obvious futility of ursuing further the traditional Aled role of dissenter and secessionist t a time when the very existence of ıe industry is threatened by external ɔrces that can be countered only by nity within the industry, this deartment is in no position to say.

Whatever the reason for Allied's witch, the current evidences of its ecision to cast its lot with the industry at a crucial moment in its istory, are most welcome.

•

There is much at stake in the chalenges confronting the industry on all ides. It needs every ally it can muser to win the battle for the survival nd resuscitation of the boxoffice; or machinery to help achieve internal armony and against disastrous corɔorate intrigue.

Allied has much to contribute to he successful outcome of those ɔattles. Its help on the three fronts nentioned is heartily welcomed.

Its leadership is to be commended.

No Rank Product to Telemovies: Sochin

Rank Film Distributors of America, Inc., will not give any of its films to be used in the forthcoming cable theatre subscription television test in Bartlesville, Okla., Irving Sochin, general sales manager for RFDA said yesterday.

"Published reports that such RFDA product has been sought for the test are not true," Sochin said. He added that proponents of the cable theatre

(*Continued on page 7*)

Minimum Wage Board Has 'Exploratory' Meet

New York State's minimum wage board to review standards in the amusement and recreation industry met here yesterday afternoon in executive session which a spokesman for the state department of labor described as "exploratory." The group, it was learned, also discussed a schedule for public hearings which it will hold in the future. Announcement of the dates will be forthcoming.

Emanuel Frisch, chairman of the

(*Continued on page 2*)

Rhoden's Goldwyn-Suit Testimony Called Vague

Special to THE DAILY

SAN FRANCISCO, Aug. 15 — National Theatres president Elmer C. Rhoden was sharply reprimanded for the second day in a row from the bench today as he testified in the Samuel Goldwyn anti-trust suit.

Yesterday United States Judge

(*Continued on page 3*)

Bank Groups Back Vogel

Banking and broker groups representing big blocks of Loew's, Inc., stocks have rallied to the support of Joseph R. Vogel as president by filing counter-actions in the Chancery Court at Wilmington where Joseph Tomlinson took his plea for validation of his "rump" directors' meeting and the resulting "election" of Louis B. Mayer and Sam Briskin to the board.

The group of 67 stockholders representing 160,000 shares who asked the Delaware chancellor on Wednesday to issue an injunction to prevent anybody from interfering with the special meeting set for September 12

(*Continued on page 2*)

Local Exhibitors Study Revision in Admissions

In anticipation that the new bill exempting from the city tax the first 90 cents on all motion picture theatre tickets will take effect by Sept. 1, Broadway exhibitors have begun to consider adjustments in their admission structures to enable them to take advantage of the relief measure.

A spot check yesterday revealed that most Broadway houses will reduce the price of matinee tickets from 95 cents to 90 cents but will probably not change afternoon or evening prices. The Roxy management, for one, will follow this policy.

Robert Shapiro, managing director of the Paramount Theatre, said yesterday that all theatres will most likely absorb the savings that will result from passage of the city bill.

Vogel Affidavit

Says Meyer 'Confessed' Loew's Plot

Telephone Call Made Part Of 'Conspiracy' Evidence

By JAMES M. JERAULD

"Confession by one of the conspirators" was the title of one of the divisions of a 114-page affidavit with exhibits filed yesterday by Joseph R. Vogel, president of Loew's, Inc., in the Chancery Court of Delaware. Vogel gives a history of the dispute with Joseph Tomlinson and his associates arguing that the "rump" meeting of directors held by Tomlinson July 31 represented less than four per cent of the stock in addition to being illegal.

The "confession" Vogel describes is credited to Stanley Meyer, who attended the "rump" meeting and has

(*Continued on page 2*)

Buy Loew's Stock, Arthur Urges SCTOA

From THE DAILY Bureau

HOLLYWOOD, Aug. 15.—Harry C. Arthur, Jr., chairman of the board of the Southern California Theatre Owners Association, today dispatched a letter to the organization's entire membership urging immediate active support of Joseph R. Vogel, president of Loew's, Inc., and its present administration by buying stock in the company and voting it at the Sept. 12 stockholders' meeting. Arthur asks the exhibitors to "buy as much Loew's stock as you can afford, as soon as you can, so that it can be transferred on the books of the company and you can be eligible to vote stock Sept. 12."

Arthur, who will attend the meeting

(*Continued on page 2*)

CinemaScope Nears World-Wide Potential; 46,400 Theatres Are Equipped to Date

CinemaScope installations have almost reached the saturation point in theatres throughout the world with 46,400 now equipped, officials of 20th Century-Fox reported here yesterday.

In the domestic market 17,400 theatres have installed the anamorphic wide-screen process to date, including 3,782 drive-ins, according to Alex Harrison, general sales manager for 20th-Fox. Harrison believes that another year will see 99 per cent of the U. S. potential tapped.

In the foreign market installations total 29,000 theatres, according to Emanuel Silverstone, vice-president and general sales manager of the international corporation. He added that lifting of the Spanish embargo could raise the figure to 35,000 and said he hoped this can be accomplished in 1958.

Television Today

Page 7

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York today for the Coast.

•

SIDNEY SCHREIBER, general counsel for Motion Picture Association of America, will leave here today on a two-week motor tour.

•

CHARLES J. FELDMAN, Universal Pictures vice-president and general manager, will leave New York over the weekend for Hollywood.

•

KENNETH HARGREAVES, president of Rank Film Distributors of America, will return to New York today from Detroit.

•

HAROLD RAND, 20th Century - Fox metropolitan newspaper contact, will leave here tomorrow for a three-week trip to Europe.

•

MARC FREDERIC, general manager of Screencraft Enterprises, Hollywood, will leave the Coast today for New York.

•

CALVIN LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York today from Boston and Washington.

•

ROBERT WEITMAN, CBS vice-president, will observe a birthday on Sunday.

•

JACK KAUFMAN, general manager of Miles Theatres, Columbus, has arrived in New York from Ohio.

•

GEORGE MONTGOMERY, star and executive producer of Warner Brothers' "Black Patch" will leave New York today for Akron.

•

MARTIN MELCHER, producer, and DORIS DAY, his wife, will arrive here tomorrow from Hollywood.

Wolff Retains Interest

ST. LOUIS, Mo., Aug. 15.—Marco Wolff, who this week resigned as president of Fanchon & Marco Theatres to give his full time to religious activities, will retain his financial interest in the circuit. Roy Wolf, a brother, and secretary-treasurer of the circuit, will assume the presidency with a third brother, Rube Wolf, in charge of theatre operations.

Loew's Plot

(*Continued from page* 1)

been regarded as a protege of Louis B. Mayer.

More than four months ago, Vogel charges Meyer "confessed" over a transcontinental telephone line that he "regretted his own role in the conspiracy" and said Mayer was "behind the whole project" and that he had "lent himself to the plot to get control of the company because he was Mayer's 'protege.'" He told his hearers that he was "fed up with the manipulations of Tomlinson" for writing "dishonest and stupid letters" attacking the Loew president.

Meyer 'Deeply Concerned'

In his affidavit, Vogel said that at the time "Meyer appeared to be deeply concerned about possible legal or public actions which might be taken against the conspirators."

"He was seeking to buy his peace by confession," Vogel stated.

The affidavit continues: "Later, when Meyer's fear of retribution apparently subsided, he resumed an active role in the conspiracy with Tomlinson and Mayer."

This affidavit, Vogel told the court, was "only a part of the overwhelming evidence of the plot of 'obstruction and usurpation.'"

Points to New York Injunction

The affidavit outlined all the developments leading up to the calling of the September 12 stockholders' meeting called for the purpose of allowing them to vote on a proposal to increase the board from 13 to 19, to remove Tomlinson and Meyer as directors, and to fill new and vacated posts. It also referred to the New York Supreme Court injunction barring interference with the meeting and declared:

"The true corporation owners should not be deprived of the right to determine basic policy."

'Piratical,' Says Vogel

One angry reference by Vogel to Tomlinson and his group was: "Its drive by piratical and conscienceless tactics which represented less than four per cent of the outstanding stock and yet audaciously hoped to seize control by trickery."

The affidavits by Vogel and other officers of the company and accompanying exhibits were prepared by Phillips, Nizer, Benjamin & Krim and were filed by Berl, Potter & Anderson at Wilmington.

Report Mayer Improved

SAN FRANCISCO, Aug. 15 — Louis B. Mayer, confined to Stanford University Hospital here for the past week, is reported improved to the point where it may be possible for him to leave the institution tomorrow.

Telemovies Pass Second Test in Bartlesville

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 15—Telemovies passed its second most important test this week, when Vumore Company technicians ran a test film through its studio equipment. The film was superior in clarity, focus and contrast. The next test and the final one, will be of the complete system with a program in a city home. The last test will not be held until about Sept. 1.

Loew's Stock

(*Continued from page* 1)

himself, disclosed he has purchased 1,500 shares of Loew's stock, and William R. Forman, president of the Pacific Drive-In Theatres Corp., has acquired 3,500 shares.

Warns of 'Calamity'

The letter says it would be a "calamity" to have Loew's "go the way RKO has gone" and reminds exhibitors that many production-distribution presidents, including Barney Balaban, Nate Blumberg, Spyros Skouras, Charles Koerner and Marcus Loew himself, came from the exhibition branch of the industry. Arthur pointed out that if enough exhibitors buy and vote enough Loew's stock, the company will be "substantially, if not actually," exhibitor-owned.

Minimum Wage Board

(*Continued from page* 1)

board of the Metropolitan Motion Picture Theatres Association, Inc., is serving on the wage board. Joseph Shister, professor of industrial relations at the University of Buffalo, was selected as temporary chairman of the group in the absence of the permanent chairman, Paul R. Hays, professor of law at Columbia University, who is now in Europe.

Paramount to Release 11 in Four Months

Paramount will release 11 films, including two reissues of Martin and Lewis pictures, in the final four months of 1957.

September releases are five: "Stowaway Girl," "Short Cut to Hell," "Mister Rock and Roll," and the two Martin and Lewis films, "Sailor Beware" and "Jumping Jacks." October: "The Devil's Hairpin," "The Joker Is Wild" and "Hear Me Good." In November and December: "Zero Hour," "The Tin Star" (for Thanksgiving) and "Sad Sack" (Christmas).

Bank Group

(*Continued from page* 1)

were so identified yesterday. This a tion followed a plea from Ralph Campbell of Lexington, Ky., that t meeting be barred.

Another group of 53 shareholde representing 57,700 shares asked t court to declare invalid the alleg election of Mayer and Briskin to t Loew's board. Chancellor Collins Seitz signed an order allowing t stockholders to intervene, but to no other action.

Boston Firm Heavy Holder

The largest corporate holders the latest actions are Incorporated I vestors, Boston, 57,000 shares; Arth Wiesenberger & Co., New York i vestment bankers, 10,000 shares, a Lowenstein Foundation, New Yo 28,000 shares.

Already pending before the We nesday court moves and dated for hearing August 22 were:

Tomlinson's plea for the validati of his "rump" directors' meeting a "election" of Louis B. Mayer a Sam Briskin as directors.

Nizer to Reply for Loew's

And a reply and cross-complai from Louis Nizer for Loew's, in whic it was asserted that Briskin was i eligible for a place on the boa aside from the question as to t legality of the meeting.

Also, a hearing on an injunctio gained by the Tomlinson forces whic banned the spending of compan money for proxies to the Septembe 12 stockholders' meeting. This hea ing had been set for August 22.

Ralph K. Severs, 63

NORWALK, Conn., Aug. 15. Ralph K. Severs, a director of Assoc ated Prudential Theatres, Inc., die Tuesday in Norwalk Hospital aft a short illness. He was 63. Severs w also the circuit's district manager f Connecticut and Westchester County N. Y.

'Night' to Bernice Bloc

HOLLYWOOD, Aug. 15 — Bernic Block, whose first production wa "Dino," released by Allied Artist has announced acquisition of "Nothin but Night," James Jaffee novel, a the second.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

PEOPLE

Len Gruenberg, formerly metropolitan division manager for RKO Radio, has joined Michael Myerberg as co-producer of "Compulsion," by Meyer Berberg, as a Broadway play.

□

Sal di Gennaro has been named by W. Schwalberg, director of NTA Pictures, to the post of Eastern seaboard division manager of the company. Di Gennaro will join NTA after winding up his duties as general sales manager of I.F.E. Releasing Corp.

□

William Goldman, head of William Goldman Theatres, Philadelphia, has been named chairman of a committee organized by Mayor Richardson Dilworth for the purpose of mobilizing manpower and funds to wage a total fight on youth crime in the community.

□

Jim Demos, formerly with Wilby-Kincey in Birmingham, Ala., has been appointed assistant manager of the Paramount Theatre in Atlanta.

New Test of Chicago Censor Law Is Filed

From THE DAILY Bureau

WASHINGTON, Aug. 15.—A new test of the constitutionality of prior showing film censorship was filed with the Supreme Court today.

The Times Film Corp. asked the high court to rule unconstitutional Chicago's film censorship law. The company distributes "The Game of Love," which the Chicago police censor board in May 1955 refused to clear for Chicago showing. The board said the film was "not acceptable to standards of decency."

The U. S. District Court ruled in favor of the Chicago board, as did the Court of Appeals. The company today said the censorship law violated rights under the first, 14th and fourth amendments.

'Sun' Will Open in Over 100 Cities Labor Day

Darryl F. Zanuck's "The Sun Also Rises" will open in more than 100 new cities for the Labor Day weekend, following its world premiere engagement at New York's Roxy Theatre, starting August 23, it was announced by general sales manager Alex Harrison.

Among the theatres to play the 20th Century-Fox release over Labor Day are Chinese, Los Angeles; Memorial, Boston; Centre, Denver; Centre, Buffalo; Palace, Albany; Capitol, Washington, D.C.; World, Minneapolis; Wisconsin, Milwaukee; Centre, Salt Lake City; Fifth Avenue, Seattle; Criterion, Oklahoma City; Fox, San Francisco; Carib, Miracle and Miami, Miami; Fox, Atlanta; Majestic, San Antonio; and Majestic, Houston, among others.

Rhoden Testimony Criticized

(*Continued from page* 1)

Edward P. Murphy, told the witness he considered Rhoden's answers "incredible" when the theatre executive could not recall why a $100,000 settlement was made to stifle a threatened anti-trust suit by an independent exhibitor against National.

Today Judge Murphy appeared annoyed when Rhoden's memory failed him frequently under questioning by Joseph L. Alioto, attorney for Goldwyn.

Admitted Missouri Deal

Previously Rhoden had admitted that Fox Midwest Theatres, Inc., had bought out the only rival house at Nevada, Mo. in 1940 to "close the town" against Fox competition.

The court's excoriation of the witness came without warning during the course of Alioto's questioning and with Rhoden giving some vague answers. Judge Murphy suddenly interrupted the questioning with this comment:

"With all due respect to you, Mr. Rhoden, I'd like to say this. You are the president of National Theatres. It occurs to me your testimony is not entirely satisfactory. A review of your testimony yesterday shows it replete with 'I think,' 'I imagine,' 'I suppose' and so on . . . "

When the witness made no answer Judge Murphy went on to ask him:

Queried on Attorney Conference

"Have you ever sat down with Mr. Dunne, Mr. Pride and Mr. Priest" (who comprise the defense legal staff) "to review the nature of the testimony you were going to give?"

"Yes sir," Rhoden replied. In a stern voice Judge Murphy retorted:

"I am frank to say your testimony does not impress me, Mr. Rhoden. You may proceed with your examination, Mr. Alioto."

Goldwyn's attorney had been probing aspects concerning the reshuffling of National Theatre affiliates after the Paramount decision.

Fox Meeting in Paris Slated for Aug. 22-23

A convention of the British and European managers of 20th Century-Fox is scheduled for Aug. 22-23 in Paris. The meeting will be convened by Murray Silverstone, president of 20th Century-Fox International.

European Officials to Attend

Company executives attending will include Albert Cornfield, supervisor for Great Britain and the Continent of Europe, James F. Pattinson, managing director for Great Britain, John Lefebre, managing director for the Continent of Europe and Guilo Ascarelli, publicity director for Europe.

'Arms' Shooting Ends

ROME, Aug. 15.—David O. Selznick has announced that his "A Farewell to Arms" will run approximately two hours and forty-five minutes. He estimated the running time following the completion of major photography on the 20th Century-Fox release.

On 'Faces' Tour

Marilyn Sotto, costume designer for Universal's "A Man of a Thousand Faces," is touring six cities to aid in the promotion of the picture. Miss Sotto started her tour in Portland, Ore., this week and will also visit Seattle, Dallas, Houston, Buffalo and Rochester.

C. T. Jordan, Sr.

ATLANTA, Aug. 15.—C. T. (Shag) Jordan, Sr., for many years sales representative for major exchanges here, and father of C. T. Jordan, Jr., branch manager of Howco Films, died at his home here after a long illness.

Seek 'Restricted' Label For Films in Maryland

Special to THE DAILY

BALTIMORE, Aug. 15.—A law to bar children under 16, unaccompanied by parent or guardian, from motion pictures the board would mark "restricted," has been proposed by C. Morton Goldstein, chairman of the Maryland State Board of Motion Picture Censors. His plan, agreed to by other members of the censor board, would let parents be the deciding factor as to whether a child under 16 was sufficiently mature to see a film bearing the "restricted" label.

Chairman Goldstein asked Maryland's Attorney General C. Ferdinand Sybert, if power to use the label could constitutionally be given the censorship board.

GPE Sets Dividends

Directors of General Precision Equipment have declared a dividend of 60 cents per share on the common stock, payable Sept. 15, to stockholders of record Aug. 28.

Directors also declared the following dividends, all payable Sept. 15, to stockholders of record Aug. 28: a quarterly dividend of $1.18¾ per share on the $4.75 cumulative preferred stock; a quarterly dividend of 40 cents per share on the $1.60 cumulative convertible preference stock; and an initial dividend of 67 2/3 cents on the new $3.00 cumulative convertible preference stock, covering the period from the date of issuance, June 24 to Sept. 1.

Re-Release Big in Detroit

DETROIT, Aug. 15.—The re-release of Columbia's "Lost Horizon" grossed $4,200 in the first four days of its second week at the Mercury Theatre here, after having topped $9,000 in the first week, it is reported.

. . . NEWS ROUNDUP

Panoramic Films 'Trace'

Panoramic Pictures of Meridian, Miss., headed by Lloyd Royal and Tom Garroway, have obtained the film rights to the New American Library Signet Edition of "Natchez Trace," by William Bradford Huie. The cast, headed by Zachary Scott and Marcia Henderson, with a production crew is now at Natural Bridge, near Waynesboro, Tenn., shooting location scenes.

■

'Tammy' Is Hit Record

"Tammy," the Debbie Reynolds-Coral recording of the theme song of Universal-International's "Tammy and the Bachelor," is reaching the top in virtually every national best-selling record compilation this week and providing promotional assistance to theatres which are opening the picture, according to U-I.

■

U-I Signs Maxwell Shane

Maxwell Shane, veteran Hollywood producer, writer and director, was signed yesterday to a producing contract at Universal-International by Edward Muhl, vice-president in charge of production. Shane has been traveling in Europe for the past 12 months following several years spent in the independent production field.

■

'Deerslayer' in N. E.

Regal Films' "The Deerslayer" is being scheduled for an extensive New England saturation by 20th Century-Fox, starting Sept. 11. The company is planning a radio and television advertising campaign throughout the entire Boston exchange area.

■

'Eagels' Here Aug. 30

Columbia's George Sidney production, "Jeanne Eagels," will have its local premiere at the Capitol Theatre on Aug. 30.

'Donations' Exceed $1 For "T.C." Admissions

WABASH, Ind., Aug. 15.—Syndicate Theatres Crest Theatre here has reported "tremendous audiences" and good profits with its policy of permitting patrons to pay what they wish to see "The Ten Commandments" during its two-week engagement.

The management said to date only two out of every 100 patrons offer small change in payment for admission. The average is between $1 and $2.

Universal's "MAN

UNIVERSAL'S SPECIAL PICTURE FOR HOLLYWOOD'S GOLDEN JUBILEE





Universal-International presents

JAMES CAGNEY · DOROTHY MALON

As sensational as in her Academy Award performance for "Written on the Wi

with MARJORIE RAMBEAU • JIM BACKUS • ROGER SMITH • ROBERT J. EVANS • Directed by JOSEPH PEVN

Screenplay by R. WRIGHT CAMPBELL, IVAN GOFF and BEN ROBERTS · Story by RALPH WHEELWRIG

F A THOUSAND FACES"

will be powerfully pre-sold with a

NATIONAL MAGAZINE AD CAMPAIGN

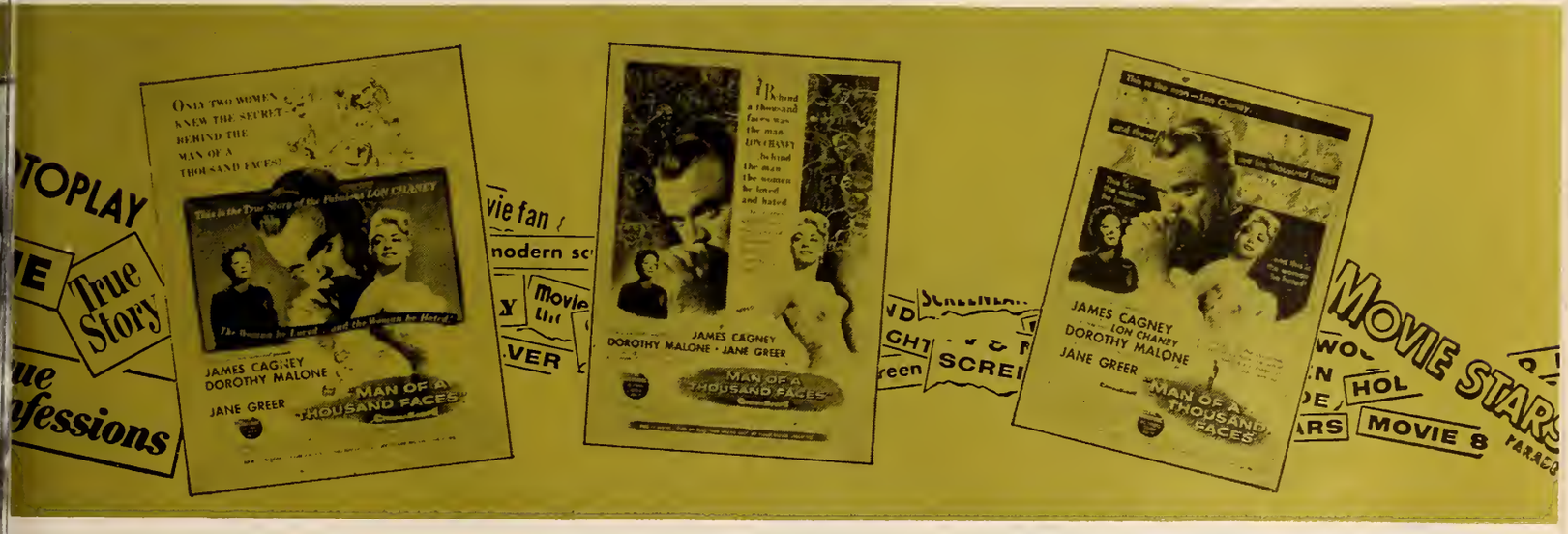
in the leading national weeklies,

plus select top-readership publications

with an audience in excess of 80,000,000!

NATIONAL T. V. SPOT CAMPAIGN

in the nation's leading markets!



ANE GREER

duced by ROBERT ARTHUR

"MAN OF A THOUSAND FACES"

IN CINEMASCOPE

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	RANK F.D.A.	REPUBLIC	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
JULY	LOVE IN THE AFTERNOON Gary Cooper, Audrey Hepburn—125 min. (Rev. 6/3/57) DAUGHTER OF DR. JEKYLL John Agar, Gloria Talbott DINO Sal Mineo, Susan Kohner — 96 min. (Rev. 6/19/57) CYCLOPS James Craig, Tom Drake—75 min.	FIRE DOWN BELOW (CS, color) Rita Hayworth, Robert Mitchum — 116 min. (Rev. 5/29/57) THE 27TH DAY Gene Barry, Valerie French — 75 min. (Rev. 5/27/57) TWENTY MILLION MILES TO EARTH Williem Hopper — 82 min (Rev. 6/18/57)	MAN ON FIRE Bing Crosby, Inger Stevens — 95 min. (Rev. 6/4/57) SILK STOCKINGS (CS, color) Fred Astaire, Cyd Charisse—117 min. (Rev. 5/20/57)	BEAU JAMES (VV, color) Bob Hope, Paul Douglas — 105 min. (Rev. 6/7/57) THE DELICATE DELINQUENT (VV) Jerry Lewis, Martha Hyer — 100 min. (Rev. 5/31/57) LOVING YOU (VV, color) Elvis Presley, Lizabeth Scott—101 min. (Rev. 7/3/57)	VALUE FOR MONEY (VV, color) John Gregson, Diana Dors—93 min. (Rev. 6/10/57) TRIPLE DECEPTION (VV, color) Michael Craig, Julia Arnall — 85 min. (Rev. 6/17/57) THE BLACK TENT (VV, color) Anthony Steel, Donald Sinden—93 min. (Rev. 7/8/57) THE THIRD KEY Jack Hawkins, John Stratton — 96 min. (Rev. 6/17/57)	LAST STAGECOACH WEST (N) Jim Davis, Mary Castle	AN AFFAIR TO REMEMBER (CS, color) Cary Grant, Deborah Kerr — 114 min. (Rev. 7/12/57) GOD IS MY PARTNER Walter Brennan — 80 min. (Rev. 7/9/57) THE ABDUCTORS Victor McLaglen, Fay Spain—80 min. (Rev. 6/28/57) BERNARDINE (CS color) Pat Boone, Janet Gaynor — 95 min. (Rev. 6/21/57)	THE PRIDE AND THE PASSION (VV, color) Cary Grant, Frank Sinatra — 131 min. (Rev. 6/26/56) HIDDEN FEAR John Payne, Conrad Nagel — 83 min. (Rev. 7/10/57) BOP GIRL GOES CALYPSO Judy Tyler — 80 min. (Rev. 7/22/57) BUCKSKIN LADY Particia Medina—66 min (Rev. 7/3/57) OUTLAW'S SON Dane Clark—88 min. (Rev. 7/8/57)	TAMMY AND THE BACHELOR (CS, color) Debby Reynolds, Leslie Nielsen — 89 min. (Rev. 5/21/57) JOE BUTTERFLY (CS, color) Audie Murphy, George Nader—90 min. (Rev. 4/24/57)	THE PRINCE AND THE SHOWGIRL (color) Marilyn Monroe, Laurence Olivier —116 min. (Rev. 5/15/57) THE CURSE OF FRANKENSTEIN (color) Peter Cushing, Hazel Court — 83 min. (Rev. 6/20/57)
AUGUST	FROM HELL IT CAME Tod Andrews, Tina Carver THE DISEMBODIED Paul Burke, Allison Heyes DEATH IN SMALL DOSES Peter Graves, Mala Powers PORTLAND EXPOSE Edward Binns, Carolyn Craig — 73 min. (Rev. 8/14/57)	JEANNE EAGELS Kim Novak, Jeff Chandler — 114 min. (Rev. 7/19/57) THE YOUNG DON'T CRY Sal Mineo, James Whitmore — 89 min. (Rev. 8/6/57) NO TIME TO BE YOUNG Robert Vaughn, Roger Smith—81 min. (Rev. 8/6/57) PICKUP ALLEY (CS) Victol Mature, Anita Ekberg — 91 min. (Rev. 8/9/57) TOWN ON TRIAL John Mills, Charles Coburn — 96 min. (Rev. 7/8/57)	TIP ON A DEAD JOCKEY (CS) Robert Taylor, Dorothy Malone GUN GLORY (CS, color) Stewart Granger, Rhonda Fleming—89 min. (Rev. 7/22/57) DECISION AGAINST TIME Jack Hawkins, Elizabeth Sellars — 87 min. (Rev. 7/8/57)	OMAR KHAYYAM (VV, color) Cornel Wilde, Michael Rennie—101 min. (Rev. 8/6/57)	A TOWN LIKE ALICE Virginia McKenna, Peter Finch—107 min. (Rev. 7/18/57) THE GENTLE TOUCH (color) George Baker, Belinda Lee — 86 min. (Rev. 8/13/57) AS LONG AS THEY'RE HAPPY (color) Jack Buchanan, Janette Scott	TAMING SUTTON'S GAL (N) John Lupton, Gloria Talbott OPERATION CONSPIRACY Philip Frend, Leslie Dwyer	WILL SUCCESS SPOIL ROCK HUNTER? (CS, color) Jayne Mansfield, Tony Randall — 95 min. (Rev. 7/30/57) THE SEA WIFE (CS, color) Joan Collins, Richard Burton—82 min. (Rev. 8/12/57) FORTY GUNS (CS) Barbara Stanwyck, Berry Sullivan HELL ON DEVIL'S ISLAND Helmut Dantine — 74 min. (Rev. 8/14/57) A HATFUL OF RAIN (CS) Eva Marie Saint, Don Murray — 109 min. (Rev. 6/18/57)	THE MONTE CARLO STORY (Technirama) Marlene Dietrich, Vittoria de Sica—99 min. (Rev. 6/21/57) THE FUZZY PINK NIGHTGOWN Jene Russell — 87 min. (Rev. 8/6/57) VALERIE Anita Ekberg, Sterling Hayden JUNGLE HEAT Lex Barker MY GUN IS QUICK Robert Bray — 88 min. (Rev. 8/6/57) LADY OF VENGEANCE Dennis O'Keefe—73 min. (Rev. 8/12/57)	NIGHT PASSAGE (Technirama) James Stewart, Audie Murphy—90 min. (Rev. 5/14/57) THE MIDNIGHT STORY (CS) Tony Curtis, Marisa Pavan—89 min. (Rev. 6/11/57) THE LAND UNKNOWN (CS) Jock Mahoney, Shawn Smith—78 min. (Rev. 6/21/57)	BAND OF ANGELS (color) Clark Gable, Yvonne de Carlo — 127 min. (Rev. 7/10/57) RISING OF THE MOON Abbey Theatre Players — 81 min. (Rev. 7/9/57) THE JAMES DEAN STORY — 82 min. (Rev. 7/30/57) THE PAJAMA GAME (color) Doris Day, John Raitt — 101 min. (Rev. 8/7/57)
SEPTEMBER	MAN FROM MONTEREY Sterling Hayden, Pamela Duncan TEENAGE DOLL June Kenney, John Brinkley CRIME BENEATH THE SEA Mara Corday, Pat Conway NAKED IN THE SUN (color) James Craig, Lita Milan	3:10 TO YUMA Glenn Ford, Van Heflin — 92 min. (Rev. 8/8/57) THE BROTHERS RICO Richard Conte, Diana Foster THE PARSON AND THE OUTLAW Anthony Dexter, Buddy Rogers	HOUSE OF NUMBERS (CS) Jack Palance, Barbara Lang—92 min. (Rev. 6/26/57) HIRED GUN (CS) Rory Calhoun, Anne Francis	STOWAWAY GIRL Elsa Martinelli, Trevor Howard SHORT CUT TO HELL (VV) Robert Ivers, Julie Bishop MR. ROCK 'N' ROLL Alan Freed, Rocky Graziano	PURSUIT OF THE GRAF SPEE (VV, color) John Gregson, Anthony Quayle SPANISH GARDENER (VV, color) Dirk Bogarde, Jon Whiteley AN ALLIGATOR NAMED DAISY (VV, color) Donald Sinden, Diana Dors JACQUELINE John Gregson, Kathleen Ryan	HELL CANYON'S OUTLAWS Dale Robertson, Brian Keith THE WAYWARD GIRL Marcia Henderson, Peter Walker	THE SUN ALSO RISES (CS, color) Tyrone Power, Ava Gardner THE DEERSLAYER (CS, color) Lex Barker, Rita Moreno NO DOWN PAYMENT (CS) Joanne Woodward, Tony Randall COPPER SKY Jeff Morrow, Coleen Gray MOTHER WAS A STRIPPER Virginia Field, Les Brown	ENEMY FROM SPACE Brian Donlevy, Sidney James CHICAGO CONFIDENTIAL Brian Keith, Beverly Garland GUNSIGHT RIDGE Joel McCrea, Mark Stevens	INTERLUDE (CS, color) June Allyson, Rossano Brazzi — 90 min. (Rev. 6/25/57) JET PILOT (color) John Wayne, Janet Leigh JOE DAKOTA (color) Jock Mahoney, Luana Patten — 79 min. (Rev. 6/17/57) RUN OF THE ARROW (color) Rod Steiger, Sarita Montiel—85 min. (Rev. 6/5/57) THAT NIGHT John Beal — 88 min. (Rev. 7/24/57)	BLACK PATCH George Montgomery JOHNNY TROUBLE Ethel Barrymore, Cecil Kellaway

KEY: SYSTEM, CS, Cinem[illegible]

ational 're-Selling

AY BRITT, who plays opposite Marlon Brando in "Young ons," gazes mischievously off the or cover of "Life's" August 12 is-. An import from Sweden, she is first part of a three-starlet smor-sbord. The two other parts are ger Stevens, co-starred with Bing osby in "Man on Fire," and Ingrid ude, featured in a new comedy, nce Upon a Horse." The story kes good use of all the colors in solar spectrum, and reminds the ders that Garbo, Bergman and na Q. Nillson also came to Holly-od from Sweden.

•

Susan Strasberg has just finished film on the subject she knows best, the New York theatre, titled "Stage Struck." All the location scenes were made in New York. Taking advantage of having a picture company on location in his city, entertainment editor Edwin Miller of "Seventeen" produced an attractive pictorial story for the August issue. Miss Strasberg, Henry Fonda and Christopher Plummer are shown in scenes in Greenwich Village, Central Park and on Broadway.

•

Motion picture book tie-ins are a potent channel in which many new pictures are being pre-sold. Bantam Books have poster-type front covers and are displayed and sold in drug stores, book stores and corner news stands. Some of the pictures in current release that are being publicized by these book tie-ins are "Island in the Sun," "The Pride and the Passion" and "Beau James." Theatre managers, circuit and field publicity men who decide to use them for tie-ins from the distributor can get detailed information from the distributor, Curtis Circulation Co. office in their localities.

Bantam Books being prepared for publication are "Will Success Spoil Rock Hunter," "Sayonara," "The Joker Is Wild," "Until They Sail," "Pal Joey" and "My Man Godfrey."

•

"The Pride and the Passion" and "Night Passage" were selected by "Coronet" as top pictures for August.

•

Bob Hope, who went to France to make "Paris Holiday," with Fernandel, appeared on the front cover of "Parade's" August 4 issue with Anita Ekberg and Martha Hyer, the feminine leads of this new comedy. An interesting article written by Lloyd Shearer about the conflict between Hope and Fernandel appeared in the same issue.

•

In contrast to the pictorial story of the three Swedish starlets in the August 12 issue of "Life," there is an article on Gary Cooper and Cary Grant, the frisky and charming middle-agers. These two mellow Romeos are shown in gay production photos of their current films, "Love in the Afternoon" and "An Affair to Remember."

WALTER HAAS

IT'S A HIT! in Atlanta



BUT...will it be a hit in your house?

It went over big in Atlanta... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

Telemovies

(*Continued from page* 1)

venture have not approached the company at all.

"Rank F. D. A. is in business to do business with theatres and with theatres only. We are here to serve exhibitors with commercial motion picture product," Sochin pointed out.

"However, if in the future, it is the normal distribution practice by the film companies to sell their product to television instead of theatres," Sochin said, "Rank F. D. A. would consider at that time industry distribution and exhibition patterns and comply with the trends."

Television Today

Sweets Co. to Sponsor Four ABC-TV Programs

The Sweets Co. of America, Inc., has signed to sponsor four ABC Television action-adventure programs, it was announced by Slocum Chapin, vice-president in charge of sales for the network.

The Sweets Co. order, placed by Harry Eisen Advertising Agency of New York, includes: Co-sponsorship of "Superman" (Mondays, 5-5:30 P.M., EDT, starting Sept. 30; and alternate sponsorship of "Wild Bill Hickok" (Wednesdays, 5-5:30 P.M., beginning Oct. 2), "The Buccaneers" (Fridays, 5-5:30 P.M., starting Oct. 4) and "Tales of the Texas Rangers" (Saturdays, 5-5:30 P.M., effective Sept. 21).

New Binghamton Sta.

Station WINR-TV, Binghamton, N. Y., will become an optional affiliate of NBC television network Oct. 1. The NBC affiliation with the UHF station, which begins operations from its new plant Oct. 1, will give Binghamton viewers the choice of a second TV service. The area now has only one station.

'Conquest' to Monsanto

The Monsanto Chemical Company has been signed to sponsor CBS-TV's forthcoming "Conquest," a new series designed to tell the story of today's scientific advances and to attack the critical shortages in scientific education and manpower.

SRO on CBS For 4 Shows

CBS Television has hung out the SRO sign for four of its top daytime programs—"The Garry Moore Show," "Arthur Godfrey Time" (simulcast), "Art Linkletter's House Party" and "Edge of Night," according to Thomas H. Dawson, CBS Television vice-president—network sales.

The status of the four shows accounts for a total of 50 quarter-hours, Monday through Friday—with 14 sold on "The Garry Moore Show," 16 on "Arthur Godfrey Time," 10 on "Art Linkletter's House Party" and 10 on "Edge of Night."

Six Sign 'Francis'

Six advertisers have signed as sponsors of the new "Arlene Francis Show," NBC-TV's weekday morning show which had its debut Monday this week. They are the Owens-Corning Fiberglas Corp., the House of Westmore, Aladdin Industries, Cooper's, Inc., Bourjois, Inc. and Minnesota Mining & Manufacturing Co.

Gillette Renews

The Gillette Safety Razor Company has renewed its sponsorship of the Friday night Gillette Cavalcade of Sports boxing programs on NBC television and radio for 52 weeks, effective Sept. 6. The program has been presented over NBC-TV since Nov. 8, 1946, and on NBC radio since Sept. 3, 1954.



MR. EXHIBITOR, YOUR INVITATION TO SEE

TELEMETER

•

Demonstrations of **TELEMETER** Pay-as-you-see TV

Exclusively for Exhibitors

☛ Wednesday, August 21 ☚

10:00 A.M.
11:30 A.M.
2:30 P.M.
4:00 P.M.

The Savoy Room, SAVOY PLAZA HOTEL, New York City

See How **TELEMETER** Will Make Possible More Pictures – And Better One

If Wednesday is not convenient for you, ca
BRyant 9-8700, Extension 366—and we will
you in at one of our other demonstration

International **TELEMETER** Corporation

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 34 | NEW YORK, U.S.A., MONDAY, AUGUST 19, 1957 | TEN CENTS

...randt Says:

...More Join ...hareholders' ...ogel Group

...mmittee Growing Fast; ...ms for Million Shares

Seven more industry executives ...e joined the Loew's Stockholder ...tective Committee organized last ...ek to enlist support for Joseph R. ...gel, Loew's president, in his fight ... control of the company with an ...urgent minority group, and to ...icit proxies for Vogel's nominees ... the Loew's board of directors.

The seven are: Charles Schlaifer, ...ertising executive; Bernard Kranze, ...erama executive; Sol Strausberg ... Interboro Theatres, president of ... Metropolitan M. P. Theatres ...sn., Percival Furber of Trans-Lux;

(*Continued on page 6*)

...ourt Orders Crescent ...tock to Mrs. Sudekum

Special to THE DAILY

...NASHVILLE, Tenn., Aug. 18.—In a ...t filed May 8 by Mrs. Nettie E. Su...kum, calling for the return to her of ...514 shares of Crescent Amusement ...stock held in trust by American ...tional Bank, in a decree approved ... both petitioner and defendant, ...ancery Court has authorized the ...nk to relinquish the trusteeship and ...urn the stock to Mrs. Sudekum. In

(*Continued on page 2*)

...omlinson Lawyer ...lso Confidential's

...Add incidental intelligence: Milton ...llack, 111 Broadway, New York ...ity, who has won a measure of fame ...cently as attorney for Joseph L. ...omlinson in the latter's fight with ...e management of Loew's, Inc., was ...ported Friday by the "New York ...ost" as being one of the attorneys ... record for Robert Harrison, pub...sher of "Confidental" and "Whisper." ...ollack could not be reached Friday ...r comment on the report.

Exhibitors View Telemeter —and see "Uncharted Seas"

By NORMAN MORRIS

Many of the exhibitors who attended Paramount's Telemeter demonstration last Friday at the Savoy Plaza Hotel came away with the words "extraordinary development" or "revolutionary change," but there were few not disturbed by many unanswered questions.

In the opinion of the majority of exhibitors the electronic system was most impressive. But most observers said the practical installation of subscription television would present innumerable problems and would create tremendous changes in the industry's distribution and exhibition booking pattern Some even went so far as to say that exhibitors are being asked to go out of the motion picture

(*Continued on page 3*)

Noah Dietrich Was Tomlinson Candidate

Noah Dietrich, right hand man to Howard Hughes in several of his enterprises and chairman of the board of RKO during the period when Hughes owned that company, was proposed as a candidate for president of Loew's, Inc., during the early stages of the struggle between Joseph R. Vogel and Tomlinson for control of the company.

The affidavit filed by Vogel in the Chancery Court of Delaware refers to this incident as follows:

"At other times, the conspirators proposed that they could be deterred from their obstructive campaign against the company's interests, if we made Louis B. Mayer chairman of

(*Continued on page 2*)

20th-Fox Sets Multiple First Runs in London

From THE DAILY Bureau

LONDON, Aug. 18 (By Cable).—Fulfilling Murray Silverstone's three-year-old promise that 20th-Fox would unsnarl the accustomed pattern of distribution here, 20th-Fox's London managing director, James F. Pattinson, announced a revolutionary pre-

(*Continued on page 2*)

Boston Paper Strike Hits Theatre Gross

Special to THE DAILY

BOSTON, Aug. 18.—With the mailers' strike on six Boston newspapers entering its second week on Saturday theatre business has suffered in both the downtown spots and the neighborhoods. Although the first runs have

(*Continued on page 2*)

Radio Better Than TV For Film Ads: Lipton

Despite the growth of television, radio today offers a far greater and better outlet for motion picture promotion than it did 10 years ago when TV was in its infancy, it has been pointed out by David A. Lipton, vice-

(*Continued on page 3*)

Richard C. Patterson Jr. Honorary Chairman of N. Y. Jubilee Fete

Richard C. Patterson, Jr., has agreed to be honorary chairman of the Committee for the Golden Jubilee of Motion Pictures New York celebration, Eric Johnston, MPAA president disclosed.

Patterson, currently commissioner of the Department of Commerce and Public Events; chairman of the United Nations Committee and the Consular Corps for the City of New York, has had a distinguished career in public service. Among his posts were those of commissioner of Correction and commissioner of the Parole Board for New York City; assistant secretary of Commerce of the U. S.; Ambassador to Yugoslavia and later to Guatemala. In 1951 he became Minister to Switzerland. From 1940 to 1944 he was chairman of the board of RKO.

The Jubilee celebration is being planned for late October or early November. A full week's activities are

(*Continued on page 3*)

Selling the Public

Sales Drive Is Started for Telemovies

Campaign Has Giveaway For Bartlesville Customers

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 18.—Vumore Company, installing the world's first telemovie system here, opened their drive this week for customers. The sales pitch, cast on the "first" theme, moved into high gear with three color billboards, full page ads, direct mail and telephone solicitations.

Results of the drive, now in its third day are being kept quiet by local management. It is expected an announcement will be made after the first thou-

(*Continued on page 6*)

See Further Talks on Allied-Compo Peace

Negotiations for the return of Allied States to the Council of Motion Picture Organizations are expected to begin shortly as a result of action at the Allied board meeting in Pittsburgh Wednesday and Thursday.

The committee of COMPO members appointed several months ago

(*Continued on page 2*)

'Faces of Eve' Premiere Set for Augusta, Ga.

A lavish world premiere for "The Three Faces of Eve" is being planned by 20th Century-Fox for the Miller Theatre, Augusta, Ga., on Sept. 18. The event will honor Dr. Corbett H. Thigpen and Dr. Hervey M. Cleckley, authors of the book on which the picture is based and both associated with the University Hospital in Augusta.

Television Today Page 6

PERSONAL MENTION

WILLIAM W. HOWARD, vice-president of RKO Theatres, will leave New York today for a tour of circuit houses in New England.

•

SI SEADLER, M-G-M advertising manager, has returned to New York from Hollywood and San Francisco.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York on Friday from Hollywood.

•

MORGAN HUDGINS, of the M-G-M studio publicity staff, returned to Hollywood at the weekend from New York.

•

ANATOLE LITVAK, director, returned to New York on Friday from Europe.

•

EDWARD CARFANGO, art director for M-G-M's "Ben Hur," left Hollywood at the weekend for Italy.

Noah Dietrich

(*Continued from page* 1)

the board; Noah Dietrich, another puppet of Mayer's, president, and Stanley Meyer, vice-president in charge of television or adviser to the studio. As 1 continued to express my opposition to these preposterous proposals, which were completely inimical to the interests of our stockholders, the Stanley Meyer name was listed for lesser offices and the various titles were shifted about, but always it was Mayer-Tomlinson-Meyer and some other controlled representative who might for a moment give the aura of a more independent choice.

"The latest in this line, after Noah Dictrich, was Samuel Briskin for president, Mayer as chairman of the board, Tomlinson as chairman of the executive committee, and Stanley Meyer as some kind of a vice-president in charge of studio television. This was the conspiratorial drive. The petition herein in effect seeks this Court of Chancery's sanction and approval of these evil schemes."

Muhl Secretary Dies

HOLLYWOOD, Aug. 18.—Edythe Rubens, 60, executive secretary to Edward Muhl, vice-president of Universal-International in charge of production, died suddenly Thursday while visiting a sister at a West Coast Sanitarium. She had been Muhl's secretary for the past 14 years. Another sister, Bessie Rubens, survives.

Allied-Compo Talks Expected

(*Continued from page* 1)

which held conferences with Allied is still in existence. It includes Emanuel Frisch, chairman; A. Montague and Sam Pinanski. No meetings have been held for some time, although Frisch has had talks with Abram F. Myers, Allied board chairman and general counsel.

Julius Gordon, Allied president, came to New York from the Pittsburgh meeting, along with Wilbur Snaper, Irving Dollinger and Sidney Stern, president of Allied of New Jersey, but no meetings were held with the Frisch committee before Gordon departed for Beaumont, Tex., early Friday afternoon.

Would Change Dues Collecting

Allied leaders want the dues for COMPO collected through the regional units rather than by salesmen of the distributing companies, as is done now for Theatre Owners of America members. They also want a representative on the triumvirate and have suggested Ben Marcus of Milwaukee as their candidate. At the present time the triumvirate is made up of Montague for the distributors and the Motion Picture Association, Samuel Pinanski for the TOA, and Robert Coyne, general counsel for COMPO.

Abram F. Myers is a member of the Allied negotiating committee.

It is expected that after the Allied group confers with the existing COMPO committee that the agreement, if one is reached, will go before the COMPO executive committee for approval.

The Allied directors at the Pittsburgh meeting also named a committee consisting of Stern, Irving Dollinger and Wilbur Snaper, who are members of Jersey Allied, and Marshall Fine of Cleveland to study a public relations program for the industry. Preliminary studies had been made prior to the meeting. The suggestions were all approved. A program will be worked out for discussion at the national convention to be held at The Concord, Lake Kiamesha, N.Y., in October.

Marcus Moves Approved

Prior to this convention it is expected that an Allied committee will confer with sales executives on the adoption of new distribution and exhibition methods for the purpose of ending what was described as the "chaos" over availabilities The board approved the moves made by Ben Marcus and a group of exhibitors in the Milwaukee exchange area to maintain an orderly schedule of releases for subsequent runs.

Conciliation measures already worked out by the industry committee in New York were approved. This group is now working on a conciliation plan.

A spring meeting of the national Allied board will be held in Baltimore next May.

20th-Fox

(*Continued from page* 1)

release treatment for the company's choicer pictures.

Concurrent with the premiere at the 20th-Fox-owned Haymarket Carlton Theatre, selected product of the company will be shown at 16 situations in outer London. Prices will be increased, although not to the West End scale. Each of the chosen theatres will have treatment from 20th-Fox publicists, with stars (as they are available) attending.

It is planned that the chosen pictures shall play at the chosen houses for a minimum of two weeks.

The plan has been approved by the circuits concerned, including Associated British Cinemas, the Bernstein-controlled Granada, Shipman & King, Essoldo, and Alfred Davis at Croydon.

The customary release pattern will be resumed eight weeks after the opening day of these shows.

Pattinson promises that the new scheme will be restricted only to "bigger" pictures in the 20th-Fox output.

Boston Strike

(*Continued from page* 1)

turned to radio and TV time as the best solution during the crisis, the Greater Boston suburban theatres have been harder hit as many of them cannot absorb the high cost of radio spot announcements. Some of these are using the small suburban papers, the "Dorchester Citizen," the "Milton Record," "Quincy Patriot," "Back Bay Ledger," etc. Pictures currently in long run engagements are suffering the least, but new films are forced to open without the routine newspaper campaigns and results are not good. Theatre managers are placing extra girls on the phones to handle the calls coming in asking the programs and the playing time.

'Yuma' Opens Aug. 28

Columbia's "3:10 to Yuma," starring Glenn Ford, Van Heflin and Felicia Farr, premieres at the Astor Thetre on August 28. The outdoor suspense drama features Leora Dana, Henry Jones and Richard Jaeckel.

British Circuit Heads See 'Very Bright Future'

From THE DAILY Bureau

LONDON, Aug. 15 (By Air M —"With good films, good mana and good exploitation, there nee no fears for the industry. Far gloom, we can look forward very bright future," declared Rc Clark, director of production for sociated British Picture Corpora and chairman of Caledonian A ciated Cinemas, at a meeting of cuit managers in Inverness, Scotl

Provost Robert Wotherspoon, r aging director, and Sir Alexande King also spoke with great optim

Court Order

(*Continued from page* 1)

another action instituted by Mrs. dekum on March 2, seeking to l the trusteeship for 2,000 other sh restored by the bank to her daughters, the bank has asked for court's approval for such restorat

Although the court's action on 2,514 shares would call for the moval of three bank representat from the board of directors Crescent, Webb Hays, vice-presid stated that no meeting of the boar presently planned before Nov. With an additional 1,000 shares h by two of Mrs. Sudekum's daught the stock involved represents a c trolling interest of more than half the 10,000 shares outstanding.

NT Stockholders See Cinemiracle Camera

From THE DAILY Bureau

HOLLYWOOD, Aug. 18.—M than 250 stockholders in National T atres, Inc., attended a private inv tional showing of the Cinemira camera Friday morning in the lo of Grauman's Chinese Theatre, wh Stanley Smith, member of the Smi Dietrich Company, and who is inventor of the camera setup, plained the Cinemiracle system in its particulars. Stockholders also National Theatres officials and th tre managers in an informal get-quainted meeting at which no c porate business was conducted.

The Cinemiracle camera shown Smith is the third camera complet Two built previously are in use production of "Cinemiracle Adv ture." No screen demonstration sh ing Cinemiracle footage was pr ticable at the meeting as the Chin Theatre booth could not be arran for Cinemiracle projection and re ranged for standard operation in t for the regular matinee.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ot National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fore Single copies, 10c.

elemeter "Uncharted Sea" Exhibitors Say

(*Continued from page* 1)

iness and go into an entirely new erprise. Many expressed an unwilness to sail over "uncharted seas." The biggest problem appears to be ncial. Telemeter claims that the t of installing a "box" in each se would run about $100. A town 5000, for example, would cost exhibitor, therefore, $500,000. s, say the exhibitors in a loud rus, is too much for any small n operator to put out. Solomon ausberg, vice-president of the tropolitan Motion Picture Thea- Association, expressed the doubt t the average exhibitor can "even ch the system." Although Strausg thought the system may be prac- l for a small community, he said has come to no conclusion if Tele- ter is workable in a city like New k.

See 'Door-to-Door' Necessary

Many exhibitors see a great prob- in "a pre-selling operation." They a Telemeter operation would in- ve the burden of making a door- door canvassing to sell the "box" l would involve the setting up of service department to repair defec- e units.

Legal problems are bound to be ntiful, say the theatre men. Will sets in the living room be con- ered remote theatre seats or will s enterprise be defined as an ex- sion of the theatre business and is be eyed by the Justice Depart- nt? many ask. Walter Brecher, of echer theatres, wonders about the sic philosophy involved in the arding of franchises. He asks if lemeter or the government should ign the individual franchises, or uld both have a say in the matter? ny others have also pointed out t each exhibitor will argue that is entitled to a given franchise and, cases of disputes, they ask who ll sit in and judge?

To be sure the exhibitors will have ny problems to ponder that even lemeter's electronic brain cannot lve



Larry Morris and Jerry Sager of the Moss Enterprises, and, rear, Tom Rodgers of Trans-Lux and Max Fellerman of Lopert.



First row, Sol Strausberg of the Interboro circuit and Metropolitan Theatre Owners; Jack Perley of Paramount, and Walter Higgins of the Prudential circuit. Second row, Bernard Levy of AB-Paramount; James Gould, treasurer, Radio City Music Hall, and Russell Downing, president of the Music Hall.

adio Better than TV

(*Continued from page* 1)

esident of Universal-International. ie supremacy of radio, said Lipton, due to the tremendous increase in e number of independent radio sta- ns throughout the country — more an twice as many as there were a cade ago.

Illustrating the wide open market dio offers for film material, Lipton tes the growth of two radio services ing utilized by U-I. One of these, led "Behind the Hollywood Head- nes," is a five-minute script written that it can be used by a local com- entator in any city. Started six onths ago as a weekly service to 300 dio stations, it is now being sent by quest to 1,000 stations.

In addition, U-I has an ever-exanding market for its five-minute pen end transcribed star interviews.

Bar Eady Aid for U.S. Films, Guardian Argues

From THE DAILY Bureau

LONDON, Aug. 18.—For what many observers here say is the first time, sources outside the film industry have taken up discussion of American-financed production in Britain which qualifies for Eady Fund benefits. This has been one of the most vexing of intra-industry problems. Only last week the Motion Picture Association of America and the Association of Cinematograph, Television and Allied Technicians reached an agreement limiting the number of U. S. producers and directors on such pictures.

Suggestion by 'Guardian'

Now the august "Manchester Guardian" taking cognizance of that agreement, and of the lowering of the seat tax here (which can be expected to swell the Eady Fund), suggests in an editorial that "it might be worth considering whether there is some way of restricting the benefit to films that are genuinely British in origin."

The "Guardian" also charged that these U. S.-baeked "British" films not only enjoy Eady benefits, but "enjoy advantages in the U. S. market that are denied to other British films, and therefore have less need of subsidies."

F. A. Prior, Former CEA President Dies

From THE DAILY Bureau

LONDON, Aug. 15 (By Air Mail). —Fred A. Prior, 69, former president of the Cinematograph Exhibitors Association (CEA), died suddenly August 11. He was secretary of the Notts and Derby CEA branch from 1918 until 1944 and president of the Association 1946-7. He was also a partner of Prior and Palmer, chartered accountants and a council member of the Society of Incorporated Accountants and Auditors. He is survived by his wife and two children.

. . . NEWS ROUNDUP

'Delinquent' Reported Strong

Jerry Lewis' "The Delicate Delinquent," now playing the Loew's circuit here, is reported by Paramount to have grossed approximately $80,000 for its first two days. The picture recently completed its run on Broadway at the Mayfair Theatre.

■

Gimbel Plugging A.A. Film

Gimbel's department store is running full-page ads in the New York "Times," "Journal-American" and "World-Telegram" plugging Allied Artists' "Love in the Afternoon." The ads, with scene stills from the Billy Wilder production, are preceding the opening of the film at the Paramount and Plaza theatres here on Friday.

■

UA Contest for 'Valerie'

United Artists, in a promotional tie-up for Hal Makelim's "Valerie," will present a DKW De Luxe Hardtop, European automobile, as the prize for a contest in which the contestants must complete the statement: "I would like to own a DKW, the car preferred by Anita Eckberg, star of 'Valerie,' because . . ."

■

'Marjorie' Starts Tomorrow

"Marjorie Morningstar," Warner Brothers film adaptation of the Herman Wouk novel, will go before the cameras for the first time tomorrow at Scaroon Manor, Schroon Lake, in the Adirondack Mountains.

Patterson Named

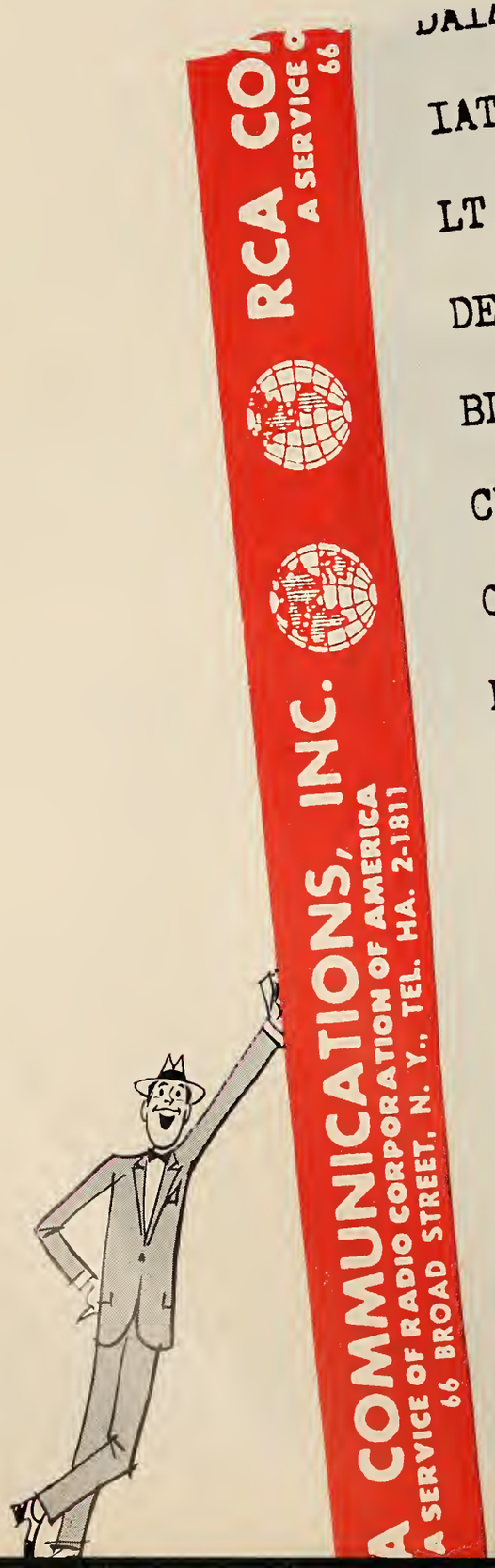
(*Continued from page* 1)

planned for New York. The celebration will begin in Hollywood with a program of events, climaxing with the departure of a plane load of stars and personalities, who will carry the "Jubilee" message to approximately 31 cities, winding up with a big celebration in New York City. Civic dinners, a parade and other local observances are planned.

Martin S. Davis, eastern director of advertising and publicity for Allied Artists, is chairman of the New York Committee, and has as members of his Committee the following representatives from exhibition and distribution:

For distributors—Philip Gerard, Charles Cohen, Ira Tulipan and Mort Nathanson; for exhibition; D. John Phillips, MMPTA; Don S. Rugoff, Rugoff & Becker Theatres; Robert K. Shapiro, managing director, Paramount Theatre; and Martin Levine, general manager, Brandt Theatres.

THE MOST IMPORT
SINCE "GONE WITH



DA148

IAT1929 ROMA 87 21 2350 PGE1/50

LT SPYROS SKOURAS CENTFOX NEW YORK

DEAR SPYROS SELZNICK HAS DONE IT AGAIN T

BLOCKBUSTER THAT RIVALS HIS "GONE WITH

CUT "A FAREWELL TO ARMS" AND IT IS A C

CALL IT FAREWELL TO BOXOFFICE BLUES. IT

NOBEL PRIZE WINNER ERNEST HEMINGWAY AT

SELZNICK AT HIS VERY FINEST. CHARLES V

LOVE STORY AGAINST MAGNIFICENT CANVAS

IS SUPERB. PERFORMANCES OF ROCK HUDSO

DE SICA TEAR YOUR HEART OUT AND THEY

WOMEN IN THE AUDIENCE WERE BLUBBERIN

NINE-YEAR ABSENCE HAS NOT SACRIFI

SHOWMANSHIP WHICH ALWAYS DISTINGUISH

BEST REGARDS

IT INDUSTRY NEWS
"HE WIND"!

OTHER ACADEMY AWARD

ND." SAW NINETY MINUTE ROUGH

JAM THEATRES. YOU SHOULD

ULT TRANSLATION OF

STIEST AND MOST POWERFUL.

DIRECTION OF THIS CLASSIC

RLD WAR I IN THE DOLOMITES

NNIFER JONES AND VITTORIO

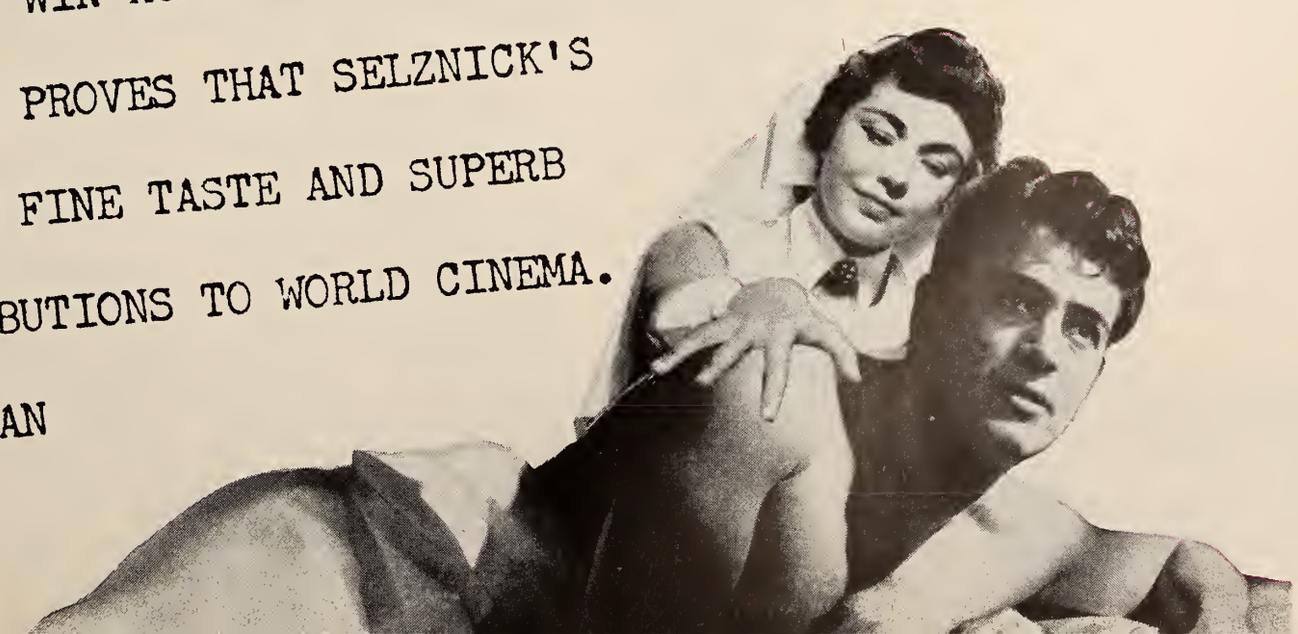
CINCH TO WIN ACADEMY AWARDS.

ODUCTION PROVES THAT SELZNICK'S

Y OF THE FINE TASTE AND SUPERB

S CONTRIBUTIONS TO WORLD CINEMA.

D SULLIVAN



Television Today

Who's Where

Ralph S. Hatcher, who has been an ABC-TV regional manager in the station relations department since 1955, has been promoted national manager of the department, **Alfred R. Beckman,** vice-president in charge of station relations for the network, has announced.

□

John Wilkoff, formerly supervisor of TV sales promotion for NBC, has joined Screen Gems' sales department as a special program presentation writer, it was announced by **John H. Mitchell,** vice-president in charge of sales for the Columbia Pictures TV subsidiary.

□

Dale L. Moudy has been named to the newly created post of director of special station services for the American Broadcasting Network, effective Sept. 3. Moudy resigned as vice-president of Mid - Continent Broadcasting Co. to assume his new post.

□

Nathan Stone has been appointed to the station relations staff of CBS Television.

WABC Buys Package Of 52 from Screen Gems

WABC-TV, New York flagship station of the ABC television network, has announced the purchase of a package of 52 "horror" films from Screen Gems, part of the latter's recently acquired pre-1948 backlog of Universal Pictures features. The films will be seen on WABC-TV's "Night Show," beginning September 30, it was announced by Robert L. Stone, vice-president and general manager of the station. The deal, involving a price in excess of $750,000, involves such famous film productions as "Frankenstein," "Dracula," "The Wolf Man," "The Mummy" and "The Invisible man."

KIRO Joins CBS Net

Station KIRO-TV, Seattle, Wash., will become a primary affiliate of the CBS television network effective Feb. 8, 1958, it has been announced by Edward P. Shurick, CBS-TV vice-president and director of station relations. The station, owned and operated by the Queens City Broadcasting Company, will operate on Channel 7.

TRANSCRIPTIONS
FILM COMMERCIALS
with
FINE SOUND
are recorded at
FINE SOUND Inc. PL 3-5400
711-5th Ave., NYC

See Big TV Need to Replace Top Comedians

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 18.—Great concern for grooming TV's future replacement of today's top comedians was expressed by CBS producer-director Ralph Levy, during a luncheon interview at Barraclough's. Levy, who handles the "Shower of Stars" and Jack Benny's live TV shows, viewed this as a major problem for the networks within five years.

The producer-director, who recently completed a Playhouse 90 film, starring Kathryn Grayson, which will be scheduled as the second of that show's new season offerings, claimed the new crop of potential star material needs special handling to prevent it from dying on the vine. Over-exposure and a seemingly hot opportunity to star in his own show have proved the stumbling block to longevity as a top performer for many outstanding newcomers, Levy said.

Points to 'Method' Stars

In order to achieve identity as a "method" comedian (Levy's label for Benny, Hope, Skelton, Silvers, Burns & Allen), whereby your actions, voice and type of material become a trade mark of acceptance by the general public the performer should be integrated properly into established programs with an opportunity to develop a family relationship with the public, Levy explained.

He forecast a decline in activity by today's topliners in the next five years, mainly for income purposes.

CBS Affiliates Meet August 29 in Colorado

The annual meeting of the board of directors of the CBS Television Affiliates Association will be held at the Hotel Broadmoor, Colorado Springs, Colorado, Thursday and Friday, Aug. 29-30, it was announced Friday.

The meetings will be devoted to discussions on programming, sales, station relations, research, promotion and engineering; followed by a general round table discussion of mutual problems.

CBS television executives attending the meeting will be Merle S. Jones, president; Hubbell Robinson, Jr., executive vice-president in charge of programming; William H. Hylan, vice-president of sales administration; Richard Salant, vice-president, CBS, Inc.; William B. Lodge, vice-president of engineering and station relations; Edward P. Shurick, vice-president and director of station relations; Carl Ward, national manager of station relations; John Cowden, operations director, advertising and sales promotion, and Robert Wood, manager of contracts and records, station relations.

Start Telemovies Sales Driv

(*Continued from page* 1)

sand subscribers have been signed up.

Advertising for the sales program is being handled by the Beals Advertising Company of Oklahoma City, which is considered one of the top agencies in the southwest.

Sharing in the promotion is Motorola TV, who are introducing their 1958 portable and console TV models in the display ads. One console and one portable set will be given away to the "first" telemovie subscriber.

The "first" subscriber will be chosen in a drawing on Aug. 24.

The first month of telemovie showing will be free, with the first bill of the regular monthly fee of $9.50 being sent on Oct. 1. Payment for the service will be in advance.

Among the first movies scheduled during September include "The Gre Man," "Joe Dakota," "Jeanne Eagels "Untamed Youth," "Run of the A row," "The Midnight Story," "D.I. "Face in the Crowd" and "Band o Angels."

Telemovie technicians have turne their attention to hooking up the audi portion of their equipment. This phas of the test is under the guidance Kaywood Cooley, an engineer for Je rold Electronics Corp., Philadelphi who developed the transmission sys tem of the project.

REVIEW:

Tip on a Dead Jockey

M-G-M—CinemaScope

HOLLYWOOD, Aug. 18

Top-level talent — producer Edwin H. Knopf, director Richard Thorpe, screenplaywright Charles Lederer, stars Robert Taylor and Dorothy Malone—is employed here in the challenging task of bringing to commercial success on the screen a "New Yorker Magazine" story by Irwin Shaw in which a melodramatic plot is played out by a group of glib sophisticates living in Madrid, Spain, two years after the close of the conflict in Korea. For managing to blend melodrama and sophistication on the screen smoothly enough to maintain a unity of narrative these talents, or any others that undertake it, rate high professional acclaim. Whether they will receive acclaim in equal measure from the paying public is as open to question as any contemporary box office equation.

The principal scene is Madrid, where Taylor, a distinguished war pilot who has lost his flying nerve, is trying to drown his fear in high living and in a fancied divorce from Miss Malone, his wife of short pre-war duration whom he has asked by mail to free him matrimonially, which she hasn't done. For assorted psychological reasons he also fancies himself in love with Gia Scala, wife of Jack Lord, his war-time buddy, although faithful to his buddyship with her husband. The single connection the story has with the title comes to attention when the heavy in the picture, played by Martin Gabel with considerable skill, brings Taylor to utter penury by arranging for the on-track murder of the jockey aboard the horse on which Taylor's last nickel is bet.

Gabel offers Taylor $25,000 to smuggle English currency out of Egypt by passenger plane, which Taylor first refuses but later agrees to do. But when on the trip he finds that the box containing the currency also has in it narcotics he radios the authorities to meet the plane at the secret delivery point, which they do.

Running time, 99 minutes. General classification. Release, in August.

WILLIAM R. WEAVER

7 More Join

(*Continued from page* 1)

Herman Becker, New York executive Leon Gruenberg, theatrical producer and Jacob Starr of Artcraft-Strauss.

A score of other well known industry names was announced earlier by Harry Brandt of Brandt Theatres, president of the Independent Theatre Owners Association of New York, who is chairman of the committee.

Issue Is Extremely Active

In apparent response to the activities designed to back Vogel, Loew's stock has been among the most active on the New York Stock Exchange over the past two weeks as hundreds of industry members have bought shares, some for the first time, others adding to their previous holdings, in order to become stockholders of record and qualify to send in proxies in management's favor.

As fast as volunteers send in their offers to join the movement applications are being made to the Securities and Exchange Commission for authorization for them to act as proxy solicitors.

The leaders in the movement hope to have a million or more proxies by September 12, the date the special stockholders' meeting is to be held in New York.

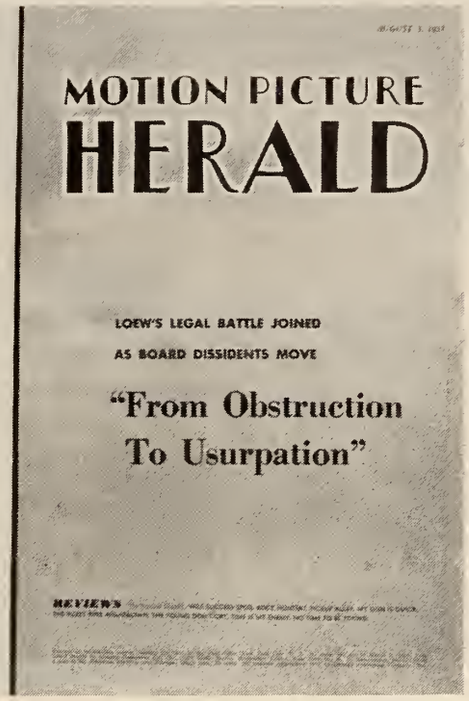
See October Occupancy Of New Warner Offices

After nearly 30 years in its own 10-story building here at 321 West 44th Street, Warner Brothers will move its head offices into approximately 100,000 square feet of space in the new 38-story, air-conditioned building being constructed at 666 Fifth Avenue. Thus, all the company Eastern administrative and executive offices will be under a single Fifth Avenue roof. The company will occupy the entire seventh floor and the major portion of the sixth floor in the new building.

It is expected that WB will occupy the new premises around the middle of October.

A feature of the new WB offices will be a two-story "prevue" theatre.

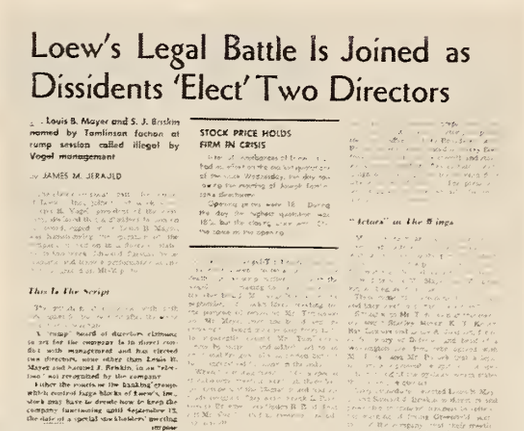
The LOEW STORY . . .


MOTION PICTURE
HERALD

LOEW'S LEGAL BATTLE JOINED
AS BOARD DISSIDENTS MOVE

"From Obstruction To Usurpation"

REVIEWS


Loew's Legal Battle Is Joined as Dissidents 'Elect' Two Directors

STOCK PRICE HOLDS FIRM IN CRISIS

"Actors" on The Wings

This Is The Script

Call for Special Meeting

Meanwhile, Mr. Vogel . . .


Entrance:

Meeting (?):

TUESDAY MORNING in New York, when Mr. Tomlinson and friends met, officially or not, at MGM's headquarters, the HERALD alone had eyes as well as ears, and this is what it saw . .

Questions:

Friend:

What Happened?

And Opinions:

Exit . . .

Rebuttal:

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 92, No. 23 NEW YORK, U.S.A., TUESDAY, JULY 31, 1957 TEN CENTS

VOGEL MOVES TO OUST TOMLINSON, MEYER

To Ask Stockholders for 'Management Board' on Sept. 12

NT-Telemeter Studies Other Pay-TV Areas

SW 39-Week Net Up 33%

Charges Pair, with Aid of L. B. Mayer, Obstruct His Efforts to Manage Loew's; Says Three Directors Resigned in Week

About Finds Tax Problems in Asia

Split Profits to Assure Equalization: Bertero

Toll Television Briefs Are Filed with FCC

Text of Vo

Television Today


All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 92, No. 21 NEW YORK, U.S.A., WEDNESDAY, JULY 31, 1957 TEN CENTS

Backed by Wagner

Exemption on First 90 Cents In N.Y. Tax Bill

Passage by Senate Certain; Would Aid Small Homes

Rump Session Names Mayer, Briskin to Loew's

Todd Scores Lazy Showmen

Management Calls Actions Illegal; Vogel Continuing Operations, Relies On Special Meeting of Stockholders

Killion Heads MGM's Executive Committee

Rank Sees $5,000,000 Fiscal Year Billings

AT THE TOMLINSON MEETING

BIG NEWS . . . *reported big*— by MOTION PICTURE HERALD and by MOTION PICTURE DAILY . . . *as exemplified in pages here reproduced* . . . pages distinguished by live, discerning copy — by exclusive on-the-spot pictures — giving the Loew's Management Battle reporting worthy of its industrial significance and drama—and of a fine reputation in trade journalism.

AN OPEN LETTER TO MR. EXHIBITOR

Announcing the N.S.S. Policy for the handling of MGM Trailers!

NATIONAL SCREEN SERVICE
CORPORATION
1600 BROADWAY, NEW YORK 19, N. Y.
Circle 6-5700

Geo. F. Dembow
President

Herman Robbins
Chairman of the Board

Office of the
Chairman
of the Board

August 16, 1957

Dear Mr. Exhibitor:

We are pleased to announce our undertaking distribution of MGM trailers on September 1, 1957.

We pledge our fulfillment of all MGM trailer contracts on all features in release prior to September 1, 1957 at not one penny of increased cost to you, irrespective of any future increase in film or labor costs.

We pledge our maintaining current MGM trailer prices on all features released after September 1, 1957 indefinitely, subject either to future increase in film or labor costs, or mutually acceptable change in terms.

We pledge our striving to maintain the high quality of service rendered by MGM, in addition to providing you with the advantage of obtaining one more Distributor's trailers from a single source of supply.

Sincerely yours,

Herman Robbins

Chairman of the Board

Branches:
Albany
Atlanta
Boston
Buffalo
Charlotte
Chicago
Cincinnati
Cleveland
Dallas
Denver
Des Moines
Detroit
Indianapolis
Kansas City
Los Angeles
Memphis
Milwaukee
Minneapolis
New Haven
New Orleans
New York
Oklahoma City
Omaha
Philadelphia
Pittsburgh
Portland
St. Louis
Salt Lake City
San Francisco
Seattle
Washington

Studios:
Hollywood
New York

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 35 NEW YORK, U.S.A., TUESDAY, AUGUST 20, 1957 TEN CENTS

Adjournment Near

Vital Measures Going Over to Next Session

Ticket Tax, Toll TV, Wage Law Face Congress in '58

By J. A. OTTEN

WASHINGTON, Aug. 19.—The Congress rushing to adjourn is leaving for next year a large number of bills of vital interest to the motion picture industry.

They cover such subjects as tax relief, outlawing toll television, minimum wage extension, and tougher anti-trust laws. This year no major legislation of interest to the industry went all the way to the White House.

When Congress returns in January, exhibitors can be expected to step up a drive for admissions tax relief,

(*Continued on page* 5)

McGee Asks for Denver Cable TV Franchise

Special to THE DAILY

DENVER, Aug. 19.—The Pat McGee-Briggs Enterprises, owner of the Tower Theatre and two car-washing establishments, have applied for a franchise to install toll television. They want to limit their activities to about a third of Denver, that section east of Colorado Boulevard, which contains

(*Continued on page* 5)

Film on Soviet Life Acquired By Univ.

Universal has acquired for fall release a feature length, color film depicting many new and revealing scenes of life behind the Iron Curtain, Alfred E. Daff, executive vice-president, reported yesterday.

The film, "This Is Russia," was

(*Continued on page* 5)

Television Today Page 5

Coast Production Hits New High With 55 Films Currently in Work

From THE DAILY Bureau

HOLLYWOOD, Aug. 19—Last week's high of 47 pictures in production was increased this week to an even greater record-breaking total of 55. Eleven new pictures were started and three others reached the completion stage.

Started were: "Beast of Budapest" (Allied Artists); "Viking Women," Roger Corman Prod. (American International); "Monster on the Hill," Marquette Prod. (Howco International); "The Hot Angel," Paragon Prod., "Teenage Rumble," TransWorld Prod., and "Assignment for Murder," P-W-B Prods. (Independent); "Plunderers of Eldorado," Ventura Prod. (Republic); "Ghost Diver," Regal Films, and "Blood Arrow," Regal Films (20th Century-Fox); "Time Is a Memory," Batjac Prods. (United Artists); "Marjorie Morningstar," WarnerColor (Warner Bros.).

Completed were: "Oregon Passage," CinemaScope, Eastman Color (Allied Artists); "Young and Dangerous," Regal Films, and "Escape to Red Rock," Regal Films (20th Century-Fox).

Telemeter Holds Exhibitor Interest

By NORMAN MORRIS

"Will subscription television expand or restrict the exhibition market?" is the question raised by many theatre men who have witnessed Paramount's Telemeter demonstration being held at the Savoy Plaza Hotel.

Mixed Views Regarding Medium

While there are some who go along with Telemeter's claim that the wired system "is providing additional remote seats" in viewer's homes, others believe the franchise pattern proposed by the company will limit the number of potential patrons by sheer physical necessity.

Among Telemeter's new enthusiasts are Richard M. Hall of Chakeres

(*Continued on page* 4)

Detroit Newspapers Shut Down in Strike

Special to THE DAILY

DETROIT, Aug. 19—For the second time in two years Detroit is newspaperless. Saturday, in a dispute over work assignments, the International Mailers Local 40 threw 100 pickets

(*Continued on page* 2)

Rhoden Hits Toll-TV As 'Giants' OK Frisco

Special to THE DAILY

SAN FRANCISCO, Aug. 19—There is no financial future in pay television.

That was the statement here today of Elmer C. Rhoden, president of National Theatres, in an exclusive interview with MOTION PICTURE DAILY. Rhoden made the observation a few minutes after Milton J. Shapp, president of Jerrold Electronics Corp. told a press conference his firm had just

(*Continued on page* 4)

REVIEW:

Perri

Walt Disney—Buena Vista

HOLLYWOOD, Aug. 19

YOU'VE GOT TO GO BACK as far as to the early Griffith, the infallible director of whom it came to be said of each picture as it came along in seemingly endless order of release, "Griffith has done it again," to find a consistency so long maintained, a standard so highly held, as Walt Disney's. And the thing it has become regulation practice to say of each of his pictures as it comes along in seemingly endless and also endlessly varied release is a little different—a little more—than the thing that was said of the great Griffith; it is "Disney has done it again—and

(*Continued on page* 4)

Shares Active

Loew's Stock Bought by Fri. Can Be Voted

Speed Proxy Drive; Court Hearing Thursday Decisive

By JAMES M. JERAULD

Those who buy Loew's, Inc., stock up to the close of business Friday will be able to have their ownership recorded so they can vote at the special stockholders' meeting scheduled for September 12. The stock opened at 18 yesterday on the New York Stock Exchange and closed at 17⅞ a loss of ⅛ after sales of 20,200 shares.

The Loew's Stockholders Protective Committee was busy yesterday on a national scale rounding up pledges of assistance in securing proxies and laying plans for a national campaign which will continue until the meeting takes place.

In the meantime the spotlight is about to shift to Wilmington on Thursday where Chancellor Collins J. Seitz is scheduled to hear all the complicated ramifications of Tomlinson's struggle to prevent the holding

(*Continued on page* 2)

Cinema Lodge Names Rosen for Honor Night

Samuel Rosen, executive vice-president of the Stanley-Warner Corp. will be honored by New York's Cinema Lodge of B'nai B'rith at a special "Honor Night" at the Hotel Sheraton - Astor on Wednesday evening, Oct. 2nd, it was announced yesterday by Robert K. Shapiro, president of Cinema Lodge.



Samuel Rosen

Leaders from every branch of the entertainment industry and civic officials are expected to join Cinema Lodge members and their guests at the Sheraton-Astor that evening to

(*Continued on page* 2)

PERSONAL MENTION

ERIC JOHNSTON, president of Motion Picture Association of Ameriea, is in Spokane from Washington. He will return to the Capital at the end of the month.

•

MORI KRUSHEN, United Artists exploitation manager, will leave here tomorrow for Philadelphia. From there he will go to Boston.

•

SIDNEY LUFT, producer, returned to New York on Sunday from London via B.O.A.C.

•

SAM GALANTY, Mid - East division manager for Columbia Pictures, will leave Washington today for Cincinnati.

•

OSCAR HAMMERSTEIN, II, composer of the music for "South Paeific," has left New York for the Coast.

•

MRS. PAUL BAISE gave birth to a boy late last week at Monmouth Memorial Hospital, Long Branch, N. J. Father is assistant advertising and publicity director of Walter Reade Theatres.

•

ALLEN M. WIDEM, of the "Hartford Times," has left there for a trip to Stratford, Ont.

•

REX HARRISON and KAY KENDALL, his wife, returned to New York on Sunday from Jamaica, B.W.I., via B.O.A.C.

Pope, Vatican Officials Will View 'Seven Hills'

Speeial to THE DAILY

ROME, Aug. 19. — Director Roy Rowland and producer Lester Welch, on completion of the M-G-M-Titanus production, "Seven Hills of Romc," plan an initial preview for Pope Pius XII and the Vatican offieials who cooperated with the produeing company when scenes were filmed in Vatican City.

Report 'Faces' Strong

Universal-International reports an approximate $40,000 gross for the first week of its "Man of a Thousand Faces" at the Palace Theatre here. U-I also reports heavy takes for the pieture in Los Angeles, San Francisco, New Orleans, Cincinnati, Boston and Washington.

Two Regal Productions in Canada For 20th-Fox Aid Industry There

Special to THE DAILY

TORONTO, Aug. 19—Two feature films are being made in this country by Regal Films for release by Twentieth Century-Fox.

Piloting both features whose working titles are "A Boy and His Dog" and "The Flaming Frontier," is Sam Newfield who directed "The Last of the Mohicans" in and around Toronto.

Sig Neufield, who is also producing the TV series "Tugboat Annie" for Television Programs of America, is executive producer on the two Regal productions.

The interiors for the two films will be shot in the studios of Canadian Film Industries which will also provide technical and lab facilities.

A number of other production plans are in a state of flux. Two Bush Pilot series are promised. One is supposed to come from The Robert Lawrence Company, while the other is from Bernard Van Marken.

A third series on the same subject is being promised by Jack Bordley, backed by Ottawa exhibitor Morris Berlin.

Tyrone Guthrie has promised a feature about fur-trapping, with Emile Harvard as executive producer and Leonid Kipnis as producer.

Loew's Stock

(*Continued from page* 1)

of the special meeting called by Vogel.

These actions include Tomlinson's plea to have the "rump" directors' meeting of July 30 validated and to have the court rule that there was a majority of directors present after five directors had "elected" two more to get the majority of seven required by the bylaws. This ruling, if obtained, would also legalize the election of Louis B. Mayer and Sam Briskin as directors.

Next in order of priority will be an answer and cross-complaint filed for Loew's by Louis Nizer through a Wilmington law firm, in which Nizer questions not only the legality of the meeting, but also charges that Briskin was not eligible to become a Loew director because of his connection with another film company. This answer was filed August 9.

Wilmington-New York Conflict

On August 14, the Wilmington court issued a restraining order to prevent the spending of company funds for proxies. This conflicts with a New York Supreme Court injunction barring all interference with the stockholders' meeting. Each is applicable only in the state where the court sits.

Another action to be heard the same day is an applicable from a Louisville stockholder asking the Delaware chancellor to issue an injunction against anybody claiming to represent Loew's in the case. This apparently is aimed at the company management in ease the first plea for validation of the "rump" meeting is approved by the court.

Several groups representing large blocks of stoek have been permitted by the eourt to come in as intervenors. These inelude Incorporated Investors, Boston; Arthur Weisenberger & Co., New York investment bankers, and the Loewenstein Foundation of New York.

Business Week on Loew's

Under a three - column heading—"Management — Explosion on the Movie Lot"—"Business Week" devotes an entire page, with a picture of Joseph R. Vogel, and five columns of type on other pages to the Joseph Tomlinson—Joseph R. Vogel contest for control of Loew's, Inc.

Skouras Family Charters New Tanker Corporation

Spyros S. Skouras, president of Skouras Theatres, is also president of Skouras Lines, Inc., a shipping concern. Last week he signed a contract as head of the shipping firm for the construction of two tankers to be built by Ingalls Shipbuilding Corp. at Pascagoula, Miss.

These will be big ships — 32,000 deadweight tons—with a speed of 17 knots and will cost approximately $12,000,000 each. The contracts were signed at the Marine Midland Trust Co.

The shipping company was formed by Spyros S. Skouras; his father, Spyros P. Skouras, president of 20th Century-Fox; his uncle, George P. Skouras, president of United Artists Theatre Corp., and his brother, Plato A. Skouras. The government is insuring loans and mortgages through the Maritime Administration under Title XI of the Merchant Marine Aet. The vessels will be operated on a five-year consecutive voyage charter with the Military Sea Transportation Service.

Sims, Circuit Head, Dies

ORANGEBURG, S. C., Aug. 19 — James I. Sims, 67, president of Orangeburg Theaters, Inc., and head of the Sims Publishing Company, which publishes the Orangeburg *Times* and *Democrat*, died August 13 of a heart ailment.

Honor Rosen

(*Continued from page* 1)

pay tribute to Rosen who has been leader in almost every phase philanthrophy, humane endeavor a industry causes during his 30 yea in the industry.

A special arrangements comm tee being assembled by preside Shapiro and top industry executiv will join B'nai B'rith officials on t dais.

Detroit Strike

(*Continued from page* 1)

around the Detroit "News." The I ternational Typographical Unio which is feuding with the Mailers a jurisdictional fight, attempted cross the lines. Police from four pr cincts were required to quell the di turbance. The Teamsters Local 3 refused to drive through the lines; t day's papers were left on the loadi docks.

Sunday's "Times" and "Free Pres each carried the "News" masthea under its own but with this editio they too were closed down.

Theatres must now compete wi other businesses for radio and T time which unquestionably will b snapped up rapidly.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

BE HAPPY GO FILMACK
FOR ALL YOUR SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thec. J. Sullivan, Vice-Prcsident and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Leonard Bernstein has been named ranch manager for Columbia Pictures in Toronto. He succeeds **A. B. Abe" Cass,** who will leave Columbia at the end of the month to join onnell & Mudge, subsidiary of Associated Artists, as sales director.

□

Frank E. O'Neill, formerly with ew England Theatres, Inc., and mith Management Co., has been anager of the Palace Theatre, Norich, Conn. He succeeds **Allen J.** rown, who moves to the Capitol heatre, Springfield, Mass., as coanager.

□

George Rosser, formerly office anager for Universal Pictures in ew Orleans, and **Charles Skipper,** ormerly of the Ritz Theatre, Valdota, Ga., have joined the booking department of Martin Theatres.

□

J. English Smith, formerly assistant in Hollywood to **James T. Aubrey,** vice-president of American Broadcasting Co., has joined General Film Laboratories there as general ales manager.

Ohio Exhibitor Sees Better Drive-in Gross

The four drive-in theatres operated by Miles Theatres of Columbus, Ohio, have brought in bigger grosses this ummer than last, although indoor receipts have dropped 10 per cent or nore, according to Jack Kaufman, general manager of the circuit.

Kaufman said he attributed the increased drive-in business to two factors. The fact that the circuit had nore first run features this year than ast is probably the major reason. The econd, he said, may be due to the addition of outdoor amusements for the children.

May Convert to First-Run

The circuit manager said that Miles Theatres is considering the possibility of converting indoor Drexel Theatre o a first and extended run policy.

'Eagels' Is Being Held

Columbia Pictures announced yesterday that 27 holdovers and two noveovers have been secured for 'Jeanne Eagels," which has been in release less than three weeks. Gross figures reported yesterday from new openings included: five days, Springfield Bijou $5,800; four days, St. Louis State $12,100, Kansas City Midland $7,200, New Haven Poli $7,400. Boston State and Orpheum $19,500 (with newspaper strike), Providence State $10,600, Columbus, Ohio $5,500; three days, Denver Denver $8,600; Chicago State-Lake $22,400.

No Bullfighters Left Here 20th-Fox Finds

Wha' happened to Senor Sidney Franklin, who used to be quite well known as the only toreador from Brooklyn or any of the other boroughs?

Twentieth Century-Fox sent out word that any of the local toreadors who could prove their professional standing would be welcome as guests of the management at the Friday (23) opening of "The Sun Also Rises," Darryl F. Zanuck's production.

One Simon-Pure Responds

Only one response. He had taken part in only one fight at Pamplona, Spain, and not in a professional corrida.

If there are any real experts with a fancy cape and a snicker snee, they can get an invitation to the Roxy by contacting Bullfight Department, 20th Century-Fox Film Corp., 444 West 56th Street.

Conn. Owners Set Golf Tournament

Special to THE DAILY

HARTFORD, Aug. 19.—Atty. Herman M. Levy, general counsel of TOA and executive secretary, MPTO of Connecticut, will be dinner toastmaster at the annual MPTO golf tournament Tuesday, Aug. 27, at Racebrook Country Club, Orange. The dinner will be preceded by luncheon and golf, with George H. Wilkinson Jr., president, MPTO, and Harry Feinstein, zone manager, Stanley-Warner Theatres, as tournament co-chairmen.

Cleveland Reopenings

CLEVELAND, Aug. 19.—With the approach of Labor Day, several theatres closed for the summer are announcing fall opening dates. These include the Ross Theatre, Rossford, owned by Walter Kotowicz opening Sept. 12; and the Star, Deshler, owned by E. A. Goller opening Sept. 5. In a change of lesseeship, the Palace Theatre, Hubbard, which Steve Vernarsky closed in 1956, was re-opened August 16 by Paul Petrella.

Dividends $1,824,000

WASHINGTON, Aug. 19.—Publicly reported cash dividends paid by industry companies in July amounted to $1,824,000, the Commerce Department announced over the weekend. This is a slight increase over the $1,703,000 paid last July.

Hartford State to Open

HARTFORD, Aug. 19 — The 3800-seat State Theatre, closed for customary summer hiatus, will resume its weekend motion picture-vaudeville policy Sept. 7-8. The downtown house is owned and operated by the Harris Bros.

Three Mexican Studios Grant Pay Increase

Special to THE DAILY

MEXICO CITY, Aug. 19. — Labor peace was attained by the three remaining studios here — Churubusco, Tepeyac and San Angel Inn—with the granting of a ten per cent pay hike to their union staff employees, members of the technical and manual workers locals of the Picture Production Workers Union (STPC). The union had demanded 50 per cent more pay.

Conversations over some weeks resulted in the deal. Felipe Palomar, the locals' secretary general, said the union decided to accept the much lower wage increase as a means of helping the studios and the trade in the present economic straits.

W. D. Shafer, Veteran Exhibitor, Retires

Special to THE DAILY

WAYNE, Mich., Aug. 19.—Walter Dennis Shafer, 69, veteran Michigan exhibitor, announces he is retiring, and turning his theatres and other holdings over to his sons Mark and Charles.

Shafer got into show business through selling Liberty Bonds during World War I, when he got back stage as a speaker. He then managed houses for Fox in New York and New Jersey. In 1921 he became manager of the old Fox Theatre in Detroit. In 1926 he helped supervise the building of the present Fox Theatre, and was its first managing director. In 1927 he became circuit manager for theatres in Detroit, Flint, Dearborn and Wayne.

At the present time he is the controlling owner of the State Theatre in Wayne, Shafer Theatre, Garden City, and the Algiers and Michigan Avenue Drive-Ins.

. . . NEWS ROUNDUP

'Ghost Diver' to Roll

Whitaker Productions' "Ghost Diver" will go before the cameras in Hollywood this week with James Craig and Audrey Totter in the leading roles. Richard Einfeld is producing with Merril White directing.

'Night' to Bow in Stamford

The world premiere of "That Night," RKO Radio film released by Universal-International, will be held at the Ridgeway Theatre, Stamford, Conn., on Wednesday. John Beal, Augusta Dabney and Shepperd Strudwick, stars of the picture, will attend the opening.

Stross to Produce 'Hills'

Loew's, Inc., and Cine-World Productions have reached an agreement for Raymond Stross to produce a high-budgeted film based on Leon Uris' novel, "The Angry Hills." Starring Robert Mitchum, filming will be done on location in Greece and England.

Big Campaign for 'Jet Pilot'

Howard Hughes' "Jet Pilot," RKO Radio picture released by Universal-International, is being backed by a large-scale 24-sheet poster campaign in 59 major markets covering 741 communities. The film will open in key and sub-key situations from Coast to Coast on Sept. 19.



Perri

(CONTINUED FROM PAGE 1)

better." That's what the audience at Academy Awards theatre in Hollywood was saying of the great Disney last Friday evening when his priceless "Perri," a life study of a squirrel, had run out its allotted 75 minutes of pure delight. His "Perri" is not an animal study in the splendid True-Life Adventure series. He calls it "a true life fantasy," and he could have gone a step further, dispensing with the word "fantasy" altogether, without violating the facts in the matter, for there never was a more accurately recorded, completely authenticated life-story than the one the Disney cameras tell of the first full year in the life of his heroine. (Biography, if it weren't a stuffy word, would be the one to describe correctly the story told of "Perri.")

This is, it should be made clear, no mere frolic of a biography. It has tragedy, fear, sorrow, catastrophy and misery in it, as well as glee, gaiety and good humor. The first tragic shock to folks who expect only happiness of Disney stories comes early in the story when the baby Perri's father gives his life to save the family in their nest. (The great Griffith would have applauded this early killing off of a loved character, in the interests of audience suspense thereafter, for it was one of his most cherished devices.)

Tragedy and great drama strike often thereafter, not always at Perri herself, and not always fatally, but always quickly, savagely, fiercely, and always with tremendous dramatic impact.

The story, based on the book by Felix Salten, covers in detail and over-all the life of all the animals and birds, flowers and trees, streams and stream-life in a certain section of forest in the Utah-Wyoming country for one full year. It took nine master-cinematographers two full years to photograph it, and no synopsis from these keys is going to undertake to brief it.

The picture was produced and narrated by Winston Hibler, whose narration, from his own rhymed prose, is perhaps the finest narration ever given a motion picture.

Direction is by N. Paul Kenworthy, Jr., and Ralph Wright, and the writing is by the latter and Hibler. Songs, which have a good deal to do with the charm of the production, are by George Bruns, Paul Smith, Gil George, Wright and Hibler.

"Perri" is a great picture, a magnificent picture, for everybody in the family—EVERY family—everywhere.

Running time, 75 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

Rhoden Queried on Sale Of Kansas City House

Special to THE DAILY

SAN FRANCISCO, Aug. 19 — A "secrecy clause" in a transaction involing the sale of a Kansas City theatre in 1937 involved most of today's testimony in the Samuel Goldwyn anti-trust suit. The witness was Elmer C. Rhoden, president of National Theatres and his testimony revealed that every effort was made to keep the terms of the sale of the Brookside Theatre in Kansas City a secret.

Admission Regarding Terms

To Joseph L. Alioto, attorney for Goldwyn, the witness finally admitted that the sale of the Brookside was consumated with these terms.

"That (the buyer) will not disclose any terms nor confirm existence of this contract or answers any questions by any one regarding this contract." The contract also contained a covenant that the place would not be used for a film theatre.

Rhoden Hits Toll-TV

(*Continued from page* 1)

formally applied for a closed circuit franchise in San Francisco.

Expressing his faith in the film theatre "either downtown or out in your neighborhood" Rhoden said "the toll TV deal won't work" under the present plans submitted by various organizations.

At his press conference Shapp told reporters that "the drawing power of sports programs is over-rated." He even ridiculed Skiatron's ambitions to televise big league baseball even as the announcement came today that the Giants were moving into San Francisco.

Varied Views on Telemete

(*Continued from page* 1)

Theatres, Springfield, Ohio and S. J. Pappas, representing Chicago's Alliance Amusements Company. Hall said yesterday that he believes the system's "ideal for small communities and may be readily adapted to our situation". By "our situation" Hall was making reference to the fact that the towns in his area are served by community television antennae because the area normally receives poor TV reception.

Pappas indicated that his previous scepticism had been dispelled after seeing the demonstration. "The service now seems feasible for all communities, large as well as small," he said. In his view, the Telemeter system promised to expand the exhibitor's market and he announced his intention of utilizing "some practical form of subscription" service in the future.

Tom Rodgers Optimistic

Tom Rodgers of Translux Theatres feels that despite Telemeter's apparent problems, it may provide the necessary stimulus and excitement to attract younger men to the theatre business.

Still giving a cold look to pay television was Philip Harling, of Fabian theatres, longtime opponent of all subscription television. Said Harling: "I don't see any advantage to the system."

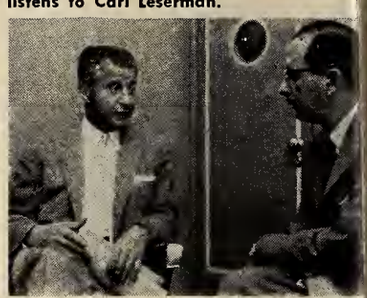
Representatives of the Perakos circuit in Connecticut embraced a philosophy well known to the industry. "Let's wait and see what happens."



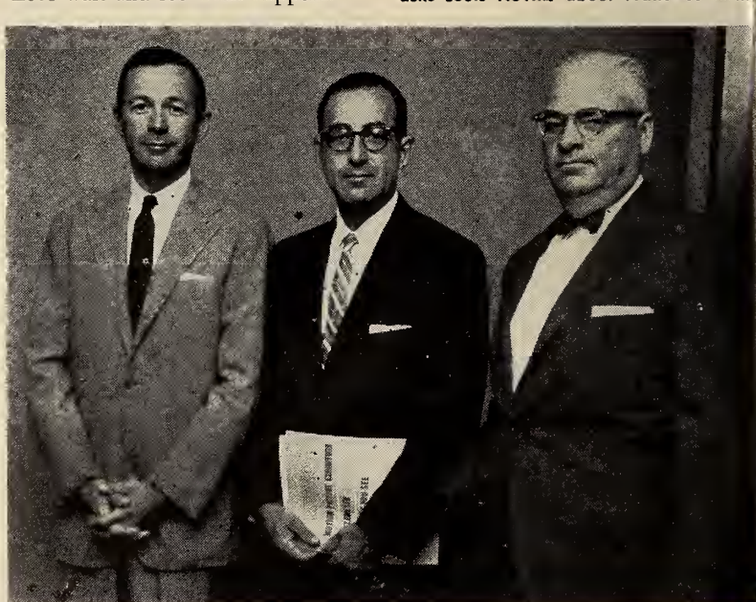
Elmer Nolte of Durkee Enterprises (Ma land) gives a reporter his impressio



Richard Hall of Chakeres Theatres (Ohi listens to Carl Leserman.



S. J. Pappas of Alliance Theatres (Illinoi asks Louis Novins about Franchise term



From New England, John and Sperie Perakos of Perakos Theatres and Max Hoffman of B & Q Associates. M.P. DAILY pictures

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT 321 West 54th Street New York 19 New York

GEVAERT 150 No. Wacker Drive Chicago 6 Illinois

GEVAERT 6370 Santa Monica Blvd. Los Angeles 38 California

GEVAERT 9109 Sovereign Row Dallas Texas

GEVAERT (CANADA) LIMITED 345 Adelaide St. West Toronto 2-B Ontario

Professional **MOTION PICTURE FILMS** *release positive*

Vital Bills

(*Continued from page* 1)

robably lining up behind a bill by Rep. Herlong (D., Fla.) to make the 0 per cent tax apply only to tickets osting over $2 instead of to those osting over 90c.

With economy the watchword on Capitol Hill this year, the time obviously wasn't ripe for a tax relief drive, ut in the 1958 election year, things will be different. Both parties seem ertain to press for broad tax cuts, udget permitting. A House Ways and Means subcommittee will meet this November to consider possible recommendations to the full committee on xcise tax cuts.

In addition to the possibility of admissions tax relief, industry firms may et some help if Congress acts, as it romises to do, to give relief to small usiness firms, and to firms operating verseas.

Toll TV a Live Issue

Probably of equal interest will be ctivity on toll television. Congress will be under heavy pressure to step nto this field, particularly if the Federal Communications Commission this all indicates it will go ahead with ield tests of toll TV. Already pending in both House and Senate are ills to ban toll TV outright.

A third major item of legislation helved until 1958 is extension of federal minimum wage law. Both the Administration and the Democrats are ushing proposals which would cover heatres to varying degrees. Though he chances are still against final assage even next year, the drive for nactment of legislation in this field will be strong and might just go over n an election year.

Congress this year simply extended he Small Business Administration "as s" for another year, putting off until next year any major overhaul of this government lending agency.

Attention to Enemy Property

There'll be a new drive next year for legislation to return vested enemy property to original owners. The Motion Picture Export Association has asked that this bill be amended to take care of some $2,000,000 of film company claims against the Japanese Government.

An Administration-backed anti-trust bill to require large firms to give the government advance notice of merger plans has been blocked in the House Rules Committee. There'll be a new effort next year to dislodge and pass this measure.

A big legislative fight will be waged next year over extension of the reciprocal trade agreements program, a proposal which has in the past been strongly backed by motion picture company heads.

FPC Dividend

OTTAWA, Aug. 19. — Famous Players Canadian Corporation Limited declared a quarterly dividend of 37½ cents, payable Sept. 12 to shareholders of record Aug. 22.

CBS Signs Parsons for $1,500,000 Series

Leslie Harris, vice-president of CBS-TV film sales, and Lindsley Parsons, Hollywood producer, acting for Parsons Productions, Inc., concluded a deal over the weekend whereby the Parsons organization will deliver approximately $1,500,000 worth of 30-minute television films to CBS over the next eight months.

A major part of the deal, which was settled just before Harris left Hollywood for New York, involves the delivery of 39 episodes of Parsons' original TV series, "The Gray Ghost." The series stars Tod Andrews and is based on the exploits of Major John Mosby, the celebrated Confederate cavalry hero.

Will Turn Over 4 Pilot Films

Parsons, who has just completed "Portland Expose" for Allied Artists release, will also turn over to CBS-TV four pilot films that are now being scripted and prepared for spring sale.

"The Gray Ghost" series has been set for national release on a syndication basis on Oct. 10.

Corkery to Report On South America

At today's meeting of the Motion Picture Export Association, Robert J. Corkery, vice-president in charge of MPEA's Latin American division, will give a report on his recent trip to Argentina, Brazil and Venezuela.

The MPEA board will discuss budget allocations for the Venice Film Festival. Also slated for discussion are these matters: division of 280 import licenses, beginning July 1, 1957, for Israel; currency conversion problems for Vietnam; selection of a secretary for Formosa's local film board; and admission-sur-charges for Indonesia.

At the conclusion, a status report will be presented on the Philippine situation.

Film on Soviet Life

(*Continued from page* 1)

produced by Sid Feder, world traveler and documentary film producer, and Carey Wilson, Hollywood producer. It was filmed by Feder during a recent seven - month, 20,000-mile tour of the Soviet.

The 90-minute film is described as a "factual account of the Russian masses at work, and at play, the unmistakable evidence of class distinction, educational programs, religion and many other phases of life under the rule of the Kremlin."

DCA Gets 'Le Rouge'

Distributors Corporation of America have acquired the American distribution rights for the Stendhal film classic, "Le Rouge et le Noir." The Technicolor film stars Gerard Philipe and Danielle Darrieux and was directed by Claude Autant-Lara.

Television Today

British TV Producers Sign for Pay Boost

From THE DAILY Bureau

LONDON, Aug. 17 (By Air Mail). An agreement has been signed between the commercial TV programme contractors and the Association of Cinematograph and Allied Technicians (ACTT) regulating conditions of employment of ACTT members in London, Birmingham and Manchester, and recognizing pay increases of £100,000 annually.

Minimum salaries under the agreement for a 44-hour week range from £1,600 for lighting directors and supervisors, supervisory engineers and senior designers, down to £650 for production assistants and production secretaries with less than two years experience in the grade.

The agreement runs for three years and provides for average increases of £125 a year for approximately 750 employees.

This completes the series of agreements made by the contractors in respect of technicians employed in commercial TV.

Loew's Sells 'Thin Man' Series to BBC

The sale of M-G-M-TV's "The Thin Man" series to the British Broadcasting Company was announced today by Joseph R. Vogel, president of Loew's, Inc. This marks the first time an American television series has been sold to the British network from the pilot film.

The sale was negotiated in London by Charles C. "Bud" Barry, Loew's vice-president, with BBC executives.

"The Thin Man," starring Peter Lawford and Phyllis Kirk, is currently in production at M-G-M studios. It will have its American debut Sept. 20 on NBC, sponsored by the Colgate-Palmolive Co. It will begin appearing on British screens in January.

Named Director

The election of William A. Cruikshank, Jr., president of Four Star Films, Inc., as a member of the board of directors of Official Films, Inc., has been announced by Harold L. Hackett, president and chairman of the board of Official. Cruikshank represents the Official holdings of Dick Powell, David Niven and Charles Boyer, who, along with Cruikshank, received a substantial stock interest in Official due to the merger of Four Star Productions and Official March 15, 1956.

'Pajama' to Music Hall

Warner Brothers "The Pajama Game" will open here on Thursday at Radio City Music Hall.

Scotch to Get Ads on TV

By WILLIAM PAY

LONDON, Aug. 17 (By Air Mail) —Commercial TV comes to Scotland on August 31. The opening programme, "This is Scotland," will be nationally networked by Scottish Television Ltd., operators of the Scottish ITA (Independent Television Authority) station.

Head of Scottish Television Ltd., is Canadian newspaper publisher Roy Thomson, an experienced radio and TV operator owning five radio and two TV stations in Canada, in addition to 25 newspapers in Canada, Florida and Britain. He came to Britain in 1953 and bought the *Scotsman* and *Weekly Scotsman* newspapers.

Fifth Since 1955

This is the fifth ITA station to come into service since September 1955 when commercial TV started its operations here. Sited in Lanarkshire, the Scottish station brings commercial TV to nearly 4 million people in Central Scotland and serves an area which includes Edinburgh, Glasgow, Dundee and the heavily populated central industrial belt of the country.

ITA's Welsh station is scheduled to be on the air by December. The Southern England station—to be operated by a group comprising the Rank Organization, Associated Newspapers and The Amalgamated Press—is expected to start transmissions by mid-1958.

Sir Kenneth Clark, chairman of the Independent Television Authority (ITA), is to retire from this position at the end of August. His last official act will be the opening of the Scottish station on August 31.

Sir Kenneth was appointed to a three-year term of office with the ITA in 1954, "to help established commercial TV here." He is also chairman of the Arts Council.

McGee in Denver TV

(*Continued from page* 1)

the Tower. They propose to install a cable system, similar to that being installed in Oklahoma. This is the second such request that has been made of the city council and more are expected. The city attorney has ruled that the franchise proposals are subject to a vote of the people, the same as any other franchise.



"EKBERG

. . . impresses as an actress as well as a scenic wonder! Hayden turns in one of his best! Briskly and imaginatively directed . . . a work of solid craftsmanship!" — *VARIETY*

"Unusually potent cast! Fiery theatrics!" — *HOLLYWOOD REPORTER*

"Well-acted, well-directed . . . will absorbingly entertain!" — *SHOWMAN'S T. R.*

"Suspense . . . action!" — *EXHIBITOR*

AS "Valerie"



starring

STERLING HAYDEN · ANITA EKBERG · ANTHONY STEEL

SHE'S TOO MUCH WOMAN FOR ONE MAN TO HANDLE . . . TOO MUCH TROUBLE FOR ONE TOWN TO HOLD!

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 36 NEW YORK, U.S.A., WEDNESDAY, AUGUST 21, 1957 TEN CENTS

Block Tomlinson Move To Convene Loew's Board

Sought Meeting in Delaware to Oust Vogel, Other Officers; Seeks Intervention in N. Y. Case

By JAMES M. JERAULD

Joseph Tomlinson and his supporters staged a blitz yesterday that held the attention of three courts, two in New York and one in Delaware that resulted in one injunction in Delaware and two reserved decisions in New York.

Tomlinson wrote to Irving L. Greenfield, secretary of Loew's, Inc., Monday asking that a special meeting of directors be held in Delaware Monday (26) for the purpose of removing Joseph R. Vogel from the

(*Continued on page 3*)

ix Months Net

Hyman Heads AAP; Sees Big Potential

Chesler Board Chairman; Half Year Net $1,237,628

Associated Artists the first six months this year made more than one million dollars. The company which, with the help of Canadian financiers bought the Warner library for television and paid $21,000,000, in April owed $14,000,000 in consolidated debt, but now owes $9,620,000. It also elected as president to succeed financier Louis Chesler AAP founder Eliot Hyman.



Eliot Hyman

All these pieces of news were made known yesterday by the company and its financial public relations agent,

(*Continued on page 2*)

Exhibitors Invited to See Todd 35mm. System

More than 100 exhibitors from all parts of the country will be guests of Mike Todd at Asbury Park, N. J., tomorrow and Friday for demonstrations of his 35mm. version of "Around the World in 80 Days" in use at the Paramount Theatre there.

Todd feels the standard version, with eight-track sound, is the equivalent of the Todd-AO versions presently in use for most of the "80 Days" engagements in this country. The exhibitor guests will be given an

(*Continued on page 3*)

Television Today

Page 6

Golden Jubilee Starts October 15

Hollywood's Golden Jubilee, one of the industry's steps in the program to build business, will be launched on October 15, it was announced yesterday by Eric Johnston, president of the Motion Picture Association of America, in a release to newspapers launching the celebration.

The first event will consist of an airline tour of some 15 or 20 screen personalities to a score or more cities, with the Los Angeles Chamber of Commerce sponsoring the take-off.

Richard C. Patterson, Jr. is honorary chairman of the Jubilee Committee which includes distribution and exhibition representatives.

List Industries Net $916,650 in Six Months

During the six months ended June 30, 1957, the consolidated earnings of List Industries Corporation (formerly RKO Theatres Corp.) and subsidiaries were $916,650, including gain of $411,868 on disposal of properties, amounting to 21 cents per share. Earnings during the first six months of 1956 were 10 cents per share based on the number of shares outstanding at beginning of 1956.

At June 30, 1957, cash and Gov-

(*Continued on page 2*)

Council Hits Films Made Abroad with 'Red' Aid

From THE DAILY Bureau

HOLLYWOOD, Aug. 20 — Following a report by Pat Somerset, representative of the Screen Actors Guild, on his investigation of foreign film production during his recent visit to Europe, the AFL Film Council today resolved to implement the re-

(*Continued on page 2*)

Criticism of Toll TV Clarified by Rhoden

Special to THE DAILY

SAN FRANCISCO, Aug. 20 — Elmer C. Rhoden modified his opinions of closed circuit toll television today following yesterday's exclusive interview with the MOTION PICTURE DAILY in which the president of National

(*Continued on page 2*)

Wide Campaign Set On 'Sun Also Rises'

With more than 100 key city engagements following within two weeks after the Friday (23) opening of Darryl F. Zanuck's "The Sun Also Rises," Charles Einfeld, 20th Century-Fox vice-president, and his publicity and promotional staffs find themselves at the peak of a campaign that has been building for months.



Charles Einfeld

Nearly 500 bookings are scheduled for September, a record for such a large-scale

(*Continued on page 6*)

N. E. Theatres Pledge Will Rogers Drive

Special to THE DAILY

BOSTON, Aug. 20.—Abe Montague made a stirring appeal for New England theatres to back a concerted drive for funds for the Will Rogers Memorial Hospital at a luncheon meeting co-chairmaned by Charles E.

(*Continued on page 3*)

REVIEW:

The Three Faces of Eve

20th Century-Fox—CinemaScope

TWENTIETH CENTURY-FOX's search for new acting talent has paid off with terrific results in the case of Joanne Woodward, whom they have made a star—virtually overnight—in "The Three Faces of Eve." Seen previously only in minor films, the impression she created was slight. Under the tutelage of Nunnally Johnson, who wrote, produced, and directed this picture, she blossoms forth as one of the most exciting personalities to appear on the screen in years.

The part that Fox has given Miss Woodward is a difficult and de-

(*Continued on page 6*)

PERSONAL MENTION

ALBERT E. BOLLENGIER, vice-president and treasurer of Magna Theatres Corp., will leave California by plane today for Honolulu. From there he will go to Kauai, shooting locale of "South Pacific."

•

LARRY SCHNEIDER, assistant head of United Artists foreign publicity department, has returned to New York from Europe.

•

SIDNEY KAUFMAN, president of Grand Prize Films, left here yesterday for Montreal.

•

SAUL COOPER, of the Lynn Farnol organization, left New York yesterday en route to the South Seas to work with Carl Dudley's "Cinerama South Seas" company.

•

TOCHISHIGE ISHIKAWA, RKO Radio general manager for Japan, who has been in New York for the past week, will leave here today for Tokyo.

•

ROBERT ALLEN, composer of the current song hit, "It's Not for Me to Say," will leave New York today for the Coast.

•

RAY HELSEL, of the motion picture department of "This Week" magazine, left here yesterday for the Coast.

•

JAMES LARKIN, theatrical sales representative for B.O.A.C., will leave here today for Los Angeles.

•

DAN FINN, partner in the Astor Theatre, Boston, has returned there from New York.

Pick Six Features For Golden Laurel

Six features from five countries have been awarded Golden Laurel Medals and nominated for the eighth annual David O. Selznick Golden Laurel Award, which will be presented Sept. 8 at the Eleventh International Edinburgh Film Festival in Scotland. Richard Griffith, curator of the Museum of Modern Art Film Library, is chairman of the nominating committee.

The films nominated are: Italy—"The Gold of Naples" and "La Strada"; Japan—" Harp of Burma"; France—"If All the Guys in the World"; India—"Pather Penchali"; Germany—"The Devil's General."

Eliot Hyman Heads A.A.P.

(*Continued from page* 1)

Martial and Company after a scheduled luncheon in the Canadian Club at the Waldorf at which Mr. Hyman and, it was indicated, Mr. Chesler and others from Canada would meet news writers, was postponed. Mr. Hyman Monday complained of stomach pains and this illness cancelled the luncheon.

The figure for earnings is actually $1,237,628. This, on 1,637,236 shares, is 76 cents. Gross revenue was $26,660,000. Television station contracts represented $25,840,000.

The debt AAP reduced comprised a $9,000,000 loan and a deferred payment to Warners of $5,000,000 all due in three years. Manufacturers Trust April 26 assumed the Warner debt and consolidated all into one loan. The company accelerated payments, but also was allowed to retain 35 instead of 17.5 per cent of collections, for operation.

AAP Inc. is the 1947 creation of Mr. Hyman, for 12 years president of York Microstat, which developed microfilming for engineering. Associated Artists Productions Corp. acquired ownership March, 1956. AAP in its present form, parent and wholly owned distributing subsidiary, took shape officially June, 1956, and is on the American Stock Exchange.

Mr. Hyman at the luncheon was scheduled to declare the potential of the Warner library in perpetuity—on television, in theatres and non-theatres, for remake and stock, and radio adaptations and rights, and foreign kinescope—is "virtually untapped." And that so far, AAP has secured Warner and Paramount Popeye film contracts worth $26,750,000.

Criticism

(*Continued from page* 1)

Theatres flatly stated "there is no financial future in pay television."

What he meant to say, Rhoden pointed out, was that first run films cannot be shown profitably on television sets and then expect to make any money later by playing in theatres.

"Toll TV most likely will do a great business in sports events and public service programs," Rhoden said "but it will be too expensive a venture to offer first run motion pictures."

Rhoden would not comment on the recent deal Fox West Coast Theatres, an affiliate of N.T. made with Paramount's Telemeter system in Los Angeles, explaining he had not received sufficient details concerning the arrangements. As previously reported in these columns John B. Bertero, president of FWC, frankly admitted "we want to get in on the ground floor" if and when toll TV will become an actuality.

Disputed by Shapp

Milton J. Shapp, president of Jerrold Electronic Corp. of Philadelphia, who yesterday filed an application for a closed television circuit franchise in San Francisco was quick to challenge Rhoden.

"The movies haven't come up with enough block busters to drag people away from their TV sets," Shapp told Rhoden and his reporter, and added:

"Why fight the 21-inch screen instead of joining it? The people are getting out of the habit of going to theatres. Perhaps the marginal theatres will close when pay TV comes in, but you can't stop the march of progress."

New Appointments for WB International

Warner Bros. has increased its top management personnel in Japan as a result of the expansion of the company's business in that country, it was announced by Wolfe Cohen, president of Warner Bros. International.

William Schwartz has been appointed manager in Japan under the supervision of Jack Dagal. Schwartz, who left New York yesterday for Tokyo to assume his new duties, was formerly manager in Japan for RKO, and, prior to that, sales manager in that country for the MPEA.

In the Latin American area, Jorge Sanchez, formerly associated with Westrex, has joined Warner Bros. as assistant manager in Mexico, under the supervision of Armando Trucios, the company's supervisor of the South American Pacific Division, Cohen also announced.

Wahab Sutan Suleiman has been named Warner manager for Indonesia, succeeding E. V. D'Souza, who has returned to India on sick leave.

Artur Behr, formerly assistant general manager for Warners in Colombia, has been promoted to general manager for the company in that country, succeeding Ira Beck, resigned.

List Industries

(*Continued from page* 1)

ernment securities amounted to almost $23,000,000 and long-term mortgage receivables amounted to about $7,-100,000. Provisions for depreciation and similar non-cash charges made against earnings were approximately $1,710,000 during the first six months of 1957 and $1,160,000 during the first six months of 1956.

Film Counci

(*Continued from page* 1)

solution adopted a year ago bind the organization to "publicize nati ally the titles of all American-inter pictures which are manned by Co munist workers" and to "bring t problem to the attention of the Am ican Legion and other patric groups."

Somerset told the council that 20 Century-Fox is using workers hi through anti-Communist unions Italy, but its hiring agent in Fra is favoring Communist workers. named the recently complet "Young Lions" as a Fox picture ma with craftsmen hired through Co munist unions.

France a Problem

Somerset said M-G-M is cooper ing with anti-communist unions Italy, but is employing work through Communist unions in Fran

The speaker charged Sacha K mena, M-G-M production represen tive in France, is a militant Comm nist and a leader of the Commun union in the film industry. He nam "Gigi" as an M-G-M picture now production which has employed Co munist workers.

Somerset asserted Edward Legg wie, Fox production executive France, continually cooperates wi Communist unions and refuses to ta to representatives of free trade unio which are anti-Communist.

Irving Brown, European represe tative AFL-CIO also addressed t council session.

Invites Exhibitors To Bartlesville Tests

Milton J. Shapp, president of Je rold Electronics Corp. of Philade phia, has extended an invitation exhibitors to observe the operation the Telemovie System in Bartlesvill Okla., scheduled to start Sept. 3.

Jerrold Electronics will arrange f special tours, demonstrations and di cussions for visitors during the week of Sept. 9 and Sept. 30.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Arthur B. Krim, president of nited Artists; Max E. Youngstein, ce-president, and Arnold M. Picker, ce-president in charge of foreign stribution, conferred in London rly this week with John Wayne, ad of Batjac Enterprises, on promo- nal plans for "Legend of the Lost."

□

John P. Taylor, manager of adver- ing and sales promotion, RCA In- strial Electronic Products, has been ppointed to the newly-created post manager, marketing plans and rvice. He will be succeeded in the rmer position by Herman R. Hen- n, formerly advertising and sales romotion manager for RCA Theatre nd Industrial Products.

□

Jack Bermack, salesman in Warner rothers Calgary exchange, has been romoted to the post of branch man- ger at that Canadian office. He suc- eeds Arthur Hersh, who resigned enter business for himself in the . S.

□

Jerry Clenney has been named anager of the Florida Theatre, Day- na Beach, succeeding James Voge- ing.

New England Allied Urges Proxies for Vogel

Independent Exhibitors, Inc., of lew England, a unit of National Al- ed, has purchased some Loew's, Inc., tock in order to be able to vote for oseph Vogel in the proxy fight, in he firm belief that the present Loew's anagement should be supported for he best interests of the company. Members of this exhibitor group are ontacting stockholders to remind hem to be sure to return their signed roxies to New York. At the end of he Will Rogers Memorial Hospital rive meeting this afternoon, Edward ider, president of IENE, explained to he industry men present that his roup had purchased the stock to ry to retain the present management n power. "We all have a stake in oew's, Inc. I ask you all here to do what is legal to try to keep Vogel in ffice," he said.

R. C. Conahan Dead

ALBANY, Aug. 20.—Services were eld at a Delmar funeral home this norning for Robert C. Conahan, 41, wner of the recently-opened Mayfair Drive-in, Slingerlands, who died Sat- rday in Albany Hospital. He was alesman for Arnold Bread Company hree years and later was owner of a Slingerlands restaurant-grill.

Survivors are his wife (the former ois M. Stewart), a son, two daugh- ers, a brother and two sisters.

Block Tomlinson Move for Board Meet

(*Continued from page* 1)

presidency, the removal of other officers, the cancellation of the call for a special stockholders' meeting September 12, the discharge of all the present Loew's attorneys, a review of the votes taken at the "rump" directors' meeting held July 30, and the election of new directors to fill present vacancies on the board.

Tomlinson was joined in this move by Louis A. Johnson, one of his director supporters.

The request for a meeting of the board in Delaware was apparently designed to avoid conflict with the injunction ordered by Justice Morris Spector in New York Supreme Court barring interference with the September 12 meeting.

Louis Nizer, special counsel for Loew's, immediately phoned Berl, Potter & Anderson, the Delaware law firm which is handling the current litigation in Chancery Court at Wilmington. Representatives of that firm appeared before Chancellor Collins J. Seitz yesterday. The Chancellor issued an injunction at 4 P.M., banning any directors' meeting before the cases already pending in his court have been decided. These cases are scheduled for hearing tomorrow.

Stay Requested by Nizer

In the meantime, Nizer went before Justice Botein in the Appellate Division of the Supreme Court in New York and argued that Tomlinson's move in the Supreme Court was another attempt to block a stockholders' meeting and asked for a stay on Tomlinson's demand for a directors' meeting. This was taken under advisement.

Another angle of the blitz was an application yesterday by Milton Pollack in New York Supreme Court for permission to intervene in the Jacob Starr-Richard A. Sprayragen stockholders' suit which resulted in the injunction from Justice Morris Speetor banning any interference in New York State with the call for the September 12 stockholders' meeting.

Pollack appeared before Justice Henry Epstein and argued against the need for a stay in behalf of William Tomlinson, brother of Joseph, and Charlotte M. Tomlinson, sister-in-law of Joseph, and others. Justice Epstein reserved decision in this matter.

Todd 35 mm.

(*Continued from page* 1)

opportunity during the two days to hear and see, and judge for themselves. A complete exposition of the new system and of the Todd presentation methods for the picture will be given by Todd at the Berkeley Carteret Hotel, headquarters for the group.

William Heineman, United Artists vice-president in charge of distribution, and James C. Velde, general sales manager, as well as others from the U. A. and Todd organizations, will attend. U. A. is the distributor of the Todd production. Todd terminated all of his interests in the Todd-AO system some time ago. Up to now he has declined to describe in detail his 35mm. version, and has given it no name. Legal restrictions are believed to explain his reticence on the subject.

The 35mm. version was first used when Todd showed the picture at the Cannes Film Festival last spring. It is in use with the Paris showing of "80 Days" as well as at the Asbury Park Paramount.

Johnston, Corkery See Progress in Argentine

Reporting yesterday to the Motion Picture Export Association on their recent trip to Latin America, Eric Johnston, president of the Motion Picture Export Association, and Robert J. Corkery, MPEA's vice-president in charge of Latin American affairs, announced that they had conducted a series of meetings in Argentina with President Aram Buru, Vice-President Rojas, Argentina's ministers of finance and the ministers of commerce and industry.

All aspects of the industry's problems were fully discussed. Industry officials feel that progress was made in the solution of all the problems involved.

Johnston will make a full report to a meeting of the MPEA board in the early part of September.

13 File as Solicitors Of Proxies for Vogel

From THE DAILY Bureau

WASHINGTON, Aug. 20 — Thirteen individuals and groups have notified the Securities and Exchange Commission they want to solicit proxies for the Loew's management of Joseph Vogel.

Harry Brandt recently called on individuals to file with the Commission to this end. Filing does not automatically permit the persons to solicit proxies; they must submit the material they intend to mail out to stockholders, and the SEC must clear this. Filing does, however, permit them to give statements to the press.

Most of those notifying the Commission of their intention to solicit proxies for Vogel said they had become Loew's stockholders themselves comparatively recently.

From Several Allied Fields

These are the individuals and organizations which have already notified the SEC: Herman Becker, president of Rugoff and Becker Management Corp., owning 100 shares; Leo Brecher, head of Leo Brecher theatres, 200 shares; Thomas Connors, president of Tom Connors Associates, 100 shares; Ned E. Depinet, former RKO president, 100 shares; Leonard S. Gruenberg, theatrical producer, 100 shares; Bernard G. Kranze, vice-president in charge of distribution for Stanley Warner Cinerama Corp., 200 shares.

Also Charles Schlaifer, president of Charles Schlaifer and Co., Inc., 100 shares; Jacob Starr, treasurer of Artkraft Strauss Sign Co., 1900 shares; Solomon M. Strausberg, president of the Interborough Management Co., which owns 500 shares; Translux Corp., no shares; Translux board chairman Percival E. Furber, 200 shares; the Loew's Stockholders Protective Committee, no shares; and West Coast exhibitor Roy Cooper, 10 shares.

In New York Harry Brandt, chairman of the Loew's Stockholders Protective Committee, announced that the group had undertaken an extensive campaign to raise funds for an "all-out fight." Pointing out that the preparation, printing and mailing of necessary material requires money, Brandt said, "I am confident that the complete faith which a vast majority of Loew's stockholders have in Joe Vogel and his executive team assures an unprecedented response to our appeal." Brandt said that he had received many voluntary offers but up now he had borne the expenses personally.

At the same time Solomon Strausberg, president of the Metropolitan Motion Picture Theatres Association, released the text of a resolution passed some time ago by the Association expressing faith in the management of Loew's headed by Vogel.

N. E. Theatres

(*Continued from page* 1)

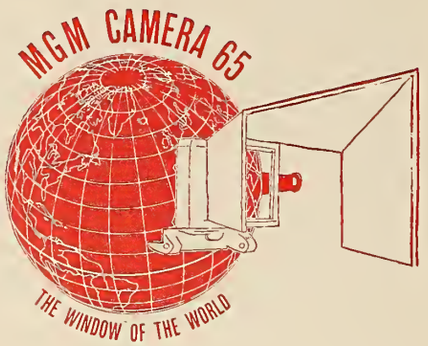
Kurtzman and Benn Rosenwald. Other head table guests were Si Fabian, Eugene Picker, Ned Depinet, Ned Shugrue, Moe Silver, Murray Weiss and Jack Brown representing Mayor Hynes and Commerce Commissioner John Burke representing Governor Furcolo. Following the addresses, Martin Mullin, president of New England Theatres, Inc., asked to address the group. He said, "We have collected a lot of money in our theatres for the Jimmy Fund but there is room for another worthy drive. I hereby pledge the month of September for audience collections in our theatres for the Will Rogers Hospital Drive." Samuel Pinanski, president of American Theatres Corp., also promised that his circuit would do its utmost in in the drive.

Dr. S. R. Watson Dead

HENDERSON, N. C., Aug. 20.—Dr. Samuel R. Watson, retired Hendersonville dentist and for many years a director in the Stevenson Theatres Corporation, died suddenly at his home Aug. 17.

"RAINTREE COUNTY" PREVIEW HEARD 'ROUND THE WORLD!

The prize-winning panoramic novel is first to be produced in the fabulous MGM CAMERA 65 process, the New Miracle of the Movies!



At the Warfield Theatre in San Francisco on the night of August 10th a Preview of M-G-M's "RAINTREE COUNTY" made screen history. Much has been printed about this spectacular attraction. At last revealed on the big theatre screen, "RAINTREE COUNTY" produced in the great tradition of Civil War romance now takes its place among the all-time giant entertainments in the annals of our industry.

★





M-G-M Presents In MGM CAMERA 65

MONTGOMERY CLIFT · ELIZABETH TAYLOR · EVA MARIE SAINT

In

"RAINTREE COUNTY"

Co-Starring

NIGEL PATRICK · LEE MARVIN

With ROD TAYLOR · AGNES MOOREHEAD · WALTER ABEL · JARMA LEWIS · TOM DRAKE

Screen Play by MILLARD KAUFMAN Associate Producer · Based on the Novel by Ross Lockridge, Jr. · Music by JOHNNY GREEN

Print by TECHNICOLOR® · Directed by EDWARD DMYTRYK · Produced by DAVID LEWIS · A Metro-Goldwyn-Mayer Picture

The Three Faces of Eve

(CONTINUED FROM PAGE 1)

manding one that not only would tax the resources of a veteran dramatic actress but puts a strain on the credulity of the audience as well. It is the role of a woman with a neurosis which the psychiatrists call "multiple personality." That is to say, she is "three people in one body" —and any one of the separate and distinct individuals can come to the fore without warning and take over control of what she does.

At one moment, for instance, she is a prim and demure housewife devoted to her husband and small daughter. Then suddenly she changes completely and becomes a wanton female aggressively pursuing other men. And during the course of her analysis by a psychiatrist a third "side" comes out one day—a personality which is adjusted and emotionally mature. These three forces do battle for sole possession of the lady. Shades of Dr. Jekyll and Mr. Hyde!

The story is all the more amazing, because it is based on a case history which was described in a recently published book. In his carefully worked out screen play Johnson has captured audience attention immediately by opening with an atmosphere of mystery not unlike that to be found in good suspense films. And then he has kept the spectator intrigued and guessing all the way to the end.

The tone of authenticity is set at the start when Alastair Cooke appears in a foreword to explain the medical background. And the presentation by Johnson is in semi-documentary style, with Lee J. Cobb, who plays the psychiatrist, acting also as a narrator to clarify some of the more weird manifestations of this psychological illness.

Whether or not they wholly believe all that transpires, adult audiences should be fascinated by this film. Many will scoff; others will accept. But nobody is going to be indifferent, which is a good thing for any exhibitor's box office.

As for the performance of Miss Woodward, however, there should be no controversy at all. She manages the quick changes in the character's moods, appearance, and speech with a facility that is quite astonishing, and she makes the character pathetic, amusing, and touching, by turns. This is the kind of acting that inspires tremendous word-of-mouth. It is also the kind that wins Academy Awards.

The other actors all support the star ably. David Wayne is perfect as the heroine's first husband, a bewildered and unintelligent man who finally solves the problem his wife presents by seeking a divorce. Cobb is nicely restrained as the patient and understanding doctor, and Ken Scott does well as the man who marries the heroine after her "best side" becomes triumphant.

Running time, 91 minutes. Adult classification. Release, in October.

RICHARD GERTNER

'Sun' Drive

(*Continued from page* 1)

production, so the entire home office and field exploitation staffs have been mobilized for some high powered striking while the iron is hottest.

The national magazine campaign includes Life, Time, Newsweek, American Weekly, Esquire, McCall's, Harper's Bazaar, Parade, Seventeen, Coronet, Glamour, Vogue, Cosmopolitan, Redbook, People Today, Saturday Review of Literature and Pageant.

Magazine and syndicate writers covered the production locations in Spain, France and Mexico, and the magazines carried layouts featuring Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn and Eddie Albert. The two newcomers, Juliette Greco and Robert Evans, also were treated liberally.

Ed Sullivan's CBS-TV show, August 24, will highlight scenes and interviews. Interviews have already been featured on the NBC "Monitor" show during the past 60 days.

Robinson Won't Fight For TNT; May Cancel

The Robinson-Basilio fight, scheduled to be televised on a closed circuit by Theatre Network Television on September 23 was endangered late yesterday, when Robinson suddenly announced that he would not fight unless the event was televised by Teleprompter, Inc. instead of by TNT.

More Seats Promised

In bids submitted to the International Boxing Club, TNT had guaranteed an availability of 250,000 theatre seats and Teleprompter had promised to make available 400,000 seats. James Norris, head of IBC refused to accept the Teleprompter offer and Robinson walked out.

Robinson has the right to approve of television rights according to terms laid down in his contract. As the situation stands, many theatre contracts have been drawn up by TNT which now may have no event to televise.

Television Today

MCA Head Announces Stock Distribution

Special to THE DAILY

HOLLYWOOD, Aug. 20—Jules C. Stein, chairman of the board of the Music Corporation of America, today announced another of a series of distributions of common stock representing ownership of the MCA companies. Today's new allocations were to the following six officers of the MCA companies; Jack Bolton, Herbert T. Brenner, Ned Brown, Raoul Kent, Charles Koren, Manning O'Connor.

Today's distribution increased the total number of executives now owning stock in MCA to 48, in addition to the trustees of the MCA profit sharing trusts.

British Like Those Commercials on TV

From THE DAILY Bureau

LONDON, Aug. 18 (By Air Ma —BBC (British Broadcasting Corpo ration) sound programmes are fa losing their audiences with the rap expansion of television in Britai Figures show the average night audience of BBC sound programm dropped by a million over the la three months to 3,500,000.

In addition, commercial TV con tinues to gain ground over the BB TV programmes. In homes whe viewers can choose either programm the BBC attracts an average night audience of only 1,000,000.

One Man's TViews

By Pinky Herman

ALTHOUGH "Assignment Foreign Legion," a teleseries, starring Merle Oberon, moves into the CBSat. nite slot Sept. 21 replacing "The Jimmy Dean Show," the grape-vine has it that the talented young ster will move to a Sat.-at-noon seg. . . . A new spy thriller series, "OSS," starring Ron Randell and filmed by Flamingo Films for the Menner Co., will be ABCarried by 108 affiliates starting Thurs., Sept. 26 (9:30 10:00 P.M.) . . . The music training he received during his pre-military service as assistant to his dad, Martin Block, and the lad's spark, personality and drive, are the factors why Gene, in less than three years, has been named National Sales Director (singles) for Columbia Records. (Chip off the etc.) . . . Miriam Stern, executive secretary of the Songwriters Protective Ass'n will sail on the Ile de France Saturday for a six-week tour of England and the Continent. While in London she'll attend the annual meeting of the Songwriters Guild of Great Britain. . . . Allen Swift, Gotham's WPIXilated "Popeye," currently earning plaudits for his play-acting in the Tom Ewell role in "Seven Year Itch" at the Hyde Park Playhouse. . . . After 3 years, CBSoapera "Valiant Lady," gave way to another daily strip, "Cosmopolitan Hotel," starring Donald Woods. The effective background music is provided by John Gart's organ magic. Incidentally Gart's latest LP Album (Kapp Records) consists of 38 all-time great polkas and is a must for record libraries and deejay programming.

☆ ☆ ☆

With the sale of four programs to Saudi Arabia, "Buffalo Bill, Jr.," "Range Rider," "The Whistler" and "Whirlybirds," CBS TV Films are now seen in every major market in the world, according to Fred J. Mahlstedt, director of operations and production. Seems that action "westerns" are just as popular in the Near East and the Far East as in East Brooklyn. . . . The new ABCycle of "Telephone Time" TVehicles, which will bow in Tues., Sept. 10 (9:30-10:00 P.M.) and which will be hosted by Dr. Frank Baxter of U.S.C., will star Greer Garson, Joseph Cotten, Thomas Mitchell, Walter Winchell, Hoagy Carmichael, Anne Jeffreys, George Tobias, Bob Sterling, Ethel Barrymore and Billie Burke, the latter two slated to appear in the same drama. . . . Formerly with Shamus Culhane Prod., Robert Schultz has been named Film Service Supervisor for Cal. Nat'l Prod. new electronic system by CNP's T. H. Markovic. . . . Next stop for Milt Grant, New York and the big time. After three years as deejay at WOL in Wash., D.C., Milt has taken over as emcee of a daily 90-minute TVariety series at WTTG-TV and his clever hosting mixed with home-spun philosophy and genial delivery has made the show one of the bright spots in the Capitol area.



Fred Mahlstedt

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 82, NO. 37 NEW YORK, U.S.A., THURSDAY, AUGUST 22, 1957 TEN CENTS

DITORIAL

aving Them for ummer Release

By Sherwin Kane

HE boxoffice experience of this summer should be a convincer, if one is still needed, that producers d distributors who deliberately hold eir better releases from the spring arket in order to cash in on an ex-cted summer bonanza, are gamblers r sure, but not necessarily good busi-ss men.

For, the overall experience of the mmer boxoffice season, now nearing end, was a disappointment to prob-ly every producer and distributor, ithout exception, who adopted the ctic that has become so widespread recent years.

•

It is one more strong argument in vor of the spacing of releases over e entire year, rather than bunching em for the expected, but not al-ays realized, peak business periods. Business last spring dropped off ter Easter and remained in the dol-rums thereafter. Some contend that e explanation lay in the fact that, cording to latter day custom, most roducers insisted on summer release ates for their better product. The eaker pictures in circulation in the ring commanded minimal attention.

•

Had there been a normal propor-on of strong releases at the time, the ory might have been different, some elieve.

So the upper-crust product began ppearing around the Fourth of July, ot in competition with weak releases ut contesting with product of equal r comparable quality. Most of it did ss business than might have been one under a spaced releasing sched-le.

Almost all of it, without exception, isappointed.

•

Summer business might well have een better had different policies and ethods prevailed in production and istribution top levels.

Whether or not a lesson has been earned will be revealed when fall and inter holidays roll around.

Again, we may have to wait until ext summer to learn whether this is year around business or just one for olidays and summer.

Spotlight on Bartlesville

Bartlesville, Okla., site of the country's first subscription television system, sixty years ago was the site of Oklahoma's first commercial oil well. As a site for the launching of a new entertainment medium, it has some unique characteristics. Today the bustling community is the home of close to forty oil companies, including

(*Continued on page* 6)

TOA Names Director Of Public Relations

Ernest G. Stellings, president of Theatre Owners of America, Inc., has announced the appointment of Jack M. Barrington as director of public relations. Barrington will assist in the implementation of TOA's Business Building Program plans designed to institutionalize the motion picture the-

(*Continued on page* 6)

U-I Studio Hits High Mark for Production

Universal-International will put three pictures before the cameras next week to give the studio a total of seven films currently in production. This is the largest number of pictures the studio has had shooting simultaneously at any time this year.

Leading off the new starters is

(*Continued on page* 2)

Climax of Fight

Wilmington Court to Hear Loew Case Today

Chancellor's Ruling on Legality of 'Rump' Meeting is Crux of Battle

By JAMES M. JERAULD

The crucial test of the legality of the "rump" meeting of Loew's, Inc., directors July 30 will come before Chancellor Collins J. Seitz at Wilmington today. If that meeting lacked a legal quorum, in the opinion of the Chancellor, most of the other complicated litigation in both Deleware and New York will cease to be important and the way will be clear for the special stockholders' meeting called by president Joseph R. Vogel for Sept. 12 in New York.

It is possible, but not considered

(*Continued on page* 6)

L. A. Exhibitor Group Urges Vogel Support

From THE DAILY Bureau

LOS ANGELES, Aug. 21.—Thirty-four independent exhibitors attending a luncheon today in Variety Club quarters hosted by Ben Peskay unanimously passed a resolution pledging all present to buy the stock of Loew's,

(*Continued on page* 6)

Telemeter Lists 1,000 Guests at Demonstration

Approximately 1,000 persons from the film industry, radio-TV, investment houses, electronics, advertising and sports have witnessed demonstrations of the Telemeter closed circuit pay television system at the Savoy

(*Continued on page* 6)

Warners Open Sales Meet on New Product

A two-day sales conference of Warner Bros. home office distribution executives and district managers will be held at the company's home office beginning today, with Roy Haines, general sales manager, presiding. Benjamin Kalmenson, executive vice president, also will address the meetings which will feature a discussion of the company's new season's product from now through the end of 1957.



Roy Haines

Gil Golden, national advertising

(*Continued on page* 3)

Robinson-Basilio Fight Heads for Courts Over TNT Theatre Contract

By NORMAN MORRIS

The bell signaling round one of the Robinson-Basilio fight may be struck in the New York Supreme Court instead of at Yankee Stadium as planned.

Despite Sugar Ray Robinson's avowed statement that he would not fight Carmen Basilio on Sept. 23, officials of Theatre Network Television announced yesterday that they are proceeding with plans to televise the championship bout even if it means resorting to litigation. Contracts with about 150 theatres to show the fight are involved. TNT maintains that its agreement with Robinson and the International Boxing Club is binding on both parties.

According to TNT, a contract drawn up was approved by Robinson's attorney, Martin Machat, on July 16, and was signed by Robinson himself on July 31. TNT says that at the time of the signing Robinson was fully aware that the fight would be televised by TNT.

When Machat was contacted at his office, he said that Robinson had no knowledge of the contract TNT had made with the International Boxing Club. Commenting on TNT's state-

(*Continued on page* 6)

TRADEWISE on Page 2

Television Today on Page 6

PERSONAL MENTION

SOL A. SCHWARTZ, president of RKO Theatres, will leave here tomorrow night for the Coast.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Hollywood.

•

BURT CHAMPION, Paramount publicity manager, returned to New York yesterday from Washington.

•

A. W. SCHWALBERG, director of NTA Pictures, left here yesterday on a trip that will take him to Chicago and Milwaukee.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, left New York yesterday for Albany, Rochester and Buffalo.

•

BERNARD M. KAMBER, executive assistant in charge of the New York office of Hecht-Hill-Lancaster, will arrive in Hollywood today from New York.

•

HAROLD HACKETT, president of Official Films, will return to New York from London tomorrow via B.O.A.C.

•

MARY PICKFORD, accompanied by her two nieces and a nephew, will leave New York today for Cannes aboard the "Augustus."

•

SCOTT R. DUNLAP, Allied Artists producer, will leave Hollywood today for New York. On Sunday he will sail from here aboard the "Queen Elizabeth" for London.

•

MERLE MILLER, screen writer, will leave here today for London via B.O.A.C.

Plan Multiple 'Sneaks' For 'No Down Payment'

Jerry Wald's production of "No Down Payment," drama of four young married couples living in a typical post-war housing development, will be sneak previewed by 20th Century-Fox in every major city in the United States and Canada during the next 60 days. The special programs, to be held in conjunction with the showing of regular attractions, are designed to initiate programs of community support for the drama, which stars eight new film personalities. Release is set for this autumn.

TRADEWISE

By ONLOOKER

A SPECIAL fund of $100,000 has been approved by the Motion Picture Association board for the Hollywood Jubilee star tours, the kick-off event of the all-industry business building drive. As reported earlier this week, the Jubilee star tours will take off from Hollywood on Oct. 15 and will visit most key cities in a cross-country itinerary which will bring them to New York around election day, the first week in November. . . . Richard C. Patterson, Gotham's official greeter, and honorary chairman of the Jubilee Committee, will take over at that point, providing, of course, the election outcome hasn't dampened his enthusiasm for such activities. . . . The Jubilee star tour will consume about three weeks in all and is counted upon to make several millions of people film conscious, who otherwise might not be. . . . The deal for United Artists to handle distribution of the film of the Sugar Ray Robinson-Carmen Basilio middleweight championship set-to at Yankee Stadium, Sept. 23, is all set. . . . Providing, of course, the fight goes on as scheduled without Robinson sulking in his corner over the deal for the theatre tv of the fight. . . . The Goldwyn anti-trust trial in San Francisco has lots of tongues wagging, some of them in Washington.

ILL-FOUNDED CRITICISM of and complaints against the American film industry abroad have been less frequent since Eric Johnson inaugurated the policy of hitting back at the unfriendly space-grabbers with immediate and forthright answers. . . . Always a good idea to keep your detractors on notice that if they throw a rock at you they'd better be prepared to do some dodging themselves. . . . Whatever became of a CinemaScope newsreel?. . . . That U. P. story out of Wabash, Ind., reporting that practically all patrons at Syndicate Theatres' Crest were voluntarily donating between $1 and $2 to see "The Ten Commandments" on that zany policy of no fixed admission price was the bunk. When it's not asked to pay, the public doesn't insist on doing it. The two weeks engagement at the Crest ends this Saturday and, where all other exhibitors who play "The Ten Commandments" are enabled to make some robust bank deposits, Syndicate can make two weeks of red ink entries in its ledgers, and the final accounting will show the stunt to have been a pretty expensive piece of spite work. There has been plenty of talk about the Federal prohibition on minimum admission price fixing by distributors. The Wabash incident might well give some Washington sources food for thought about the justification for such a ban. . . . Lynn Farnol's privately circulated account of his tour of the cognac, cheese, wine and chateau country of France last month makes highly appetizing reading and is much in demand. . . . Imagine meeting an ex-Goldwyn Girl, as Farnol did, now a gourmet and married to a Bordeaux wine expert, just at meal time in the south of France.

LOTS OF BOOKINGS are being made for special 12-day engagements of Mike Todd's "Around the World in 80 Days" over the Christmas-New Year's period. The picture will go in for the holidays and will go out when they're over. . . . Some thought being given to returning the picture to the same houses, in every part of the country, for just the Easter holiday week, too. . . . Warners are scoffing at the perennial complaint heard about London that American distributors refuse to do a good, serious selling and promotion job in this market on a British-made picture. They point to the selling and promotion done on the made-in-Britain "Curse of Frankenstein" and the results being obtained, as eloquent refutation from their corner. . . . The same treatment, they say, is on tap for two new British imports which they will distribute here—"Woman in a Dressing Gown," and "These Dangerous Years."

U-I's Studio

(*Continued from page* 1)

"There's a Time to Love," color CinemaScope version of Erich Maria Remarque's best-selling novel, "A Time to Love and a Time to Die," which is planned as the biggest production ever undertaken by U-I. Also starting Monday will be "Teach Me How to Cry," CinemaScope drama. "Middle of the Street," color CinemaScope Western, starts Wednesday.

MPEA Board Studies Vietnam Remittances

At Tuesday's meeting of the Motion Picture Export Association, the board discussed remittances for Vietnam and agreed to employ a full-time secretary to serve on the Formosan film board. They also were given a status report on the Philippines situation. No significant developments on tax matters were brought to light. The companies, however, are applying to the Philippine monetary board for remittances under the rate structure previously agreed upon for the second half of 1956 and the first half of 1957. Robert J. Corkery and Eric Johnston reported that they had conferred with Government officials in Brazil and Venezuela on problems relating to the industry. They will make a full report on these and on their Argentine talks at the Sept. 3 meeting.

Coast 'Jubilee' Group Will Convene Today

From THE DAILY Bureau

HOLLYWOOD, Aug. 21.—Jack Diamond, chairman of the studio publicity directors committee, called a meeting for tomorrow to round out plans and setup for carrying out the Hollywood end of the Golden Jubilee program.

Committee executive secretary Duke Wales will report on arrangements tentatively established in New York and here.

Set Meet on Jubilee

The first full group meeting of the New York Golden Jubilee Committee will take place at the Harvard Club on Monday. Chairman Martin Davis called the luncheon get-together for 12:30 P.M.

BE HAPPY GO FILMACK FOR ALL YOUR SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

LETTERS
TO THE EDITOR

SIR:

The opinions of some executives expressed lately that Toll TV is on the way to success and that most of the four wall theatres are on the way out to make room for Toll TV, are worthy of consideration but I venture to say that Toll TV because of its many complications may find itself on the same road as 3-D.

Exhibitors have nothing to fear if they use good old fashioned showmanship methods, cooperate between themselves, avoid cut-throat methods and keep the interest of the public to the movies constantly on a par with other businesses, through co-operative institutional advertising.

Exhibition's worst danger lies in the lack of cooperation within itself.

TOMMY JAMES
Comet Theatre,
St. Louis, Mo.

U-I Takes Hollywood To Stamford, Conn.

Special to THE DAILY

STAMFORD, Conn., Aug. 21.—A touch of Hollywood was brought to this Fairfield County town tonight when the premiere of "That Night," the RKO Radio picture being released by Universal-International, was held at the Ridgeway Theatre before a capacity audience of local residents who had participated in the production, civic officials and newspapermen.

Ceremonies were broadcast over Stamford's radio station WSTC. The premiere climaxed a three-week promotional campaign developed under the supervision of Harry Furst, city manager for Consolidated Theatres here; Fred Dunner, manager of the Ridgeway Theatre, and Al Cohan, U-I home office exploitation representative. The local *Stamford Advocate* gave strong support to the campaign.

'Joker' Premiere to Aid Las Vegas Variety Club

The Variety club of Las Vegas will receive the proceeds of the world premiere of Paramount's "The Joker Is Wild," which will be held tomorrow at the El Portal Theatre in the Nevada resort city. Newsmen from the principal cities of the country will attend and report the event.

Frank Sinatra, star of the film biography of Joe E. Lewis, and Lewis himself, will greet the arriving press at the airport. The film opening and the attendant ceremonies have been planned as a tribute to Lewis.

Atlanta Theatre Sold

ATLANTA, Ga., Aug. 21.—Ed Strange, for many years owner of the Jewel Theatre, Gordon, Ga., has sold the house to William Aiken.

Concentrate on Young Patrons, Rydge Warns

Special to THE DAILY

SYDNEY, Aug. 21.—"The industry's one objective is to concentrate our selling upon the children, the teenagers, the adolescents and younger people generally," Norman Rydge, head of Greater Union Theatres, told the Australian film industry at a gathering in honor of his 20th anniversary as an exhibitor.

His statements were based on a preliminary report of a scientific study of adolescents made by the Sydney University Research unit, which showed that from 94 per cent to 97 per cent of girls 16-18 years old and 93 per cent to 94 per cent of boys in the same age bracket go to the movies at least once a week.

Foresees 'New Circumstances'

"Faith in the future is not enough," Rydge warned. "Not that I have any doubts about the future, but there are big tasks ahead. They involve a future of change, of adaptation to new circumstances, but a future which can and must be shaped.

"Our monopoly of mass visual entertainment has been built over many years. It will continue for many years, but new challengers in the field will impose heavier responsibilities upon the individual theatre manager and his team."

TV Effects Being Felt

The Sydney University study was made under the direction of Prof. W. F. Connell, professor of education. Australia is just beginning to feel the effects of television competition.

Report 117 Vendors Signed for Trade Show

From THE DAILY Bureau

CHICAGO, Aug. 21.—A total of 117 exhibitors have reserved 65 booths in the "Concession-Vend-O-Rama" section of the 2nd Annual International Motion Picture Industry Trade Show, to be held at Hotel Americana, Miami Beach, Fla., Nov. 20-23, according to NAC exhibit sales chairman Lester Grand, Confection Cabinet Corp., Chicago. The show is jointly sponsored by the National Association of Concessionaires, Theatre Owners of America and Theatre Equipment and Supply Mfrs. Association.

L. A. Asks More Data On Pay-TV Applicant

From THE DAILY Bureau

HOLLYWOOD, Aug. 21.—At the first hearing on the application by Harriscope, Inc., for a pay television franchise covering Los Angeles, the Public Utilities and Transportation Commission requested the company to furnish additional information concerning its financial responsibility at a hearing next Tuesday.

That also is the date for the Commission's second hearing on the Fox West Coast-Telemeter application.

Warner Meet

(*Continued from page 1*)

manager; Meyer M. Hutner, national publicity manager, and W. W. Brumberg, in charge of field exploitation, also will address the meeting on advertising, publicity and promotion plans for the forthcoming pictures.

The releases to be discussed include "Sayonara," "The Pajama Game," "The Helen Morgan Story," "The Green-Eyed Blonde," "Black Patch," "Johnny Trouble," "The Black Scorpion."

Also "No Sleep Till Dawn," "Jamboree," "The Story of Mankind," "These Dangerous Years," "Woman In A Dressing Gown."

Detroit Without Papers At Least Until Friday

Special to THE DAILY

DETROIT, Aug. 21. — To resolve the impasse in the Detroit newspaper strike, publishers of the three dailies attempted to break the deadlock by bringing before Circuit Court Judge Horace Gilmore a plea to restrain pickets of newspapers. Judge Gilmore declined to consider the action on the grounds of lack of jurisdiction. However, he continued the case until Thursday to consider further argument by counsel.

Practically, this means that unless an agreement is reached in the three-cornered dispute between International Mailers, Local 40, International Typographers, Local 40, and publishers' association, there will be no newspapers in Detroit before Friday.

Exhibitors are doing what they can to reach the public by the way of advertising taking mainly the form of radio and TV spots. It is too early to ascertain what the impact is on the sale of tickets.

. . . NEWS ROUNDUP

New Caravel Studio

Caravel Films, producer of filmed television commercials and industrial films, is expected to move into its new Manhattan quarters on or about Sept. 1. The new Caravel building, located at 20 West End Avenue, will house a completely modern, fully equipped production center with facilities for cutting and animation. Formal dedication will take place after Sept. 15. The company will retain its Hempstead studios as well.

■

Lesser Buys Travelogues

Irving M. Lesser has acquired the American rights to the Ultrascope (VistaVision) and Eastman color series, "Around the World in Ultrascope." The series consists of 18 short films, five ready for release, thirteen still in production.

■

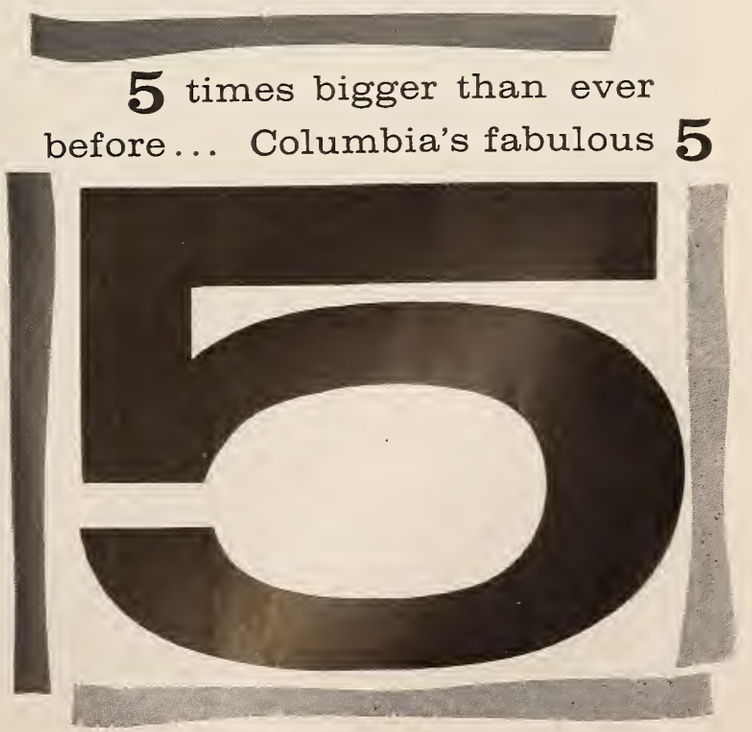
'Rat Race' to Be Film

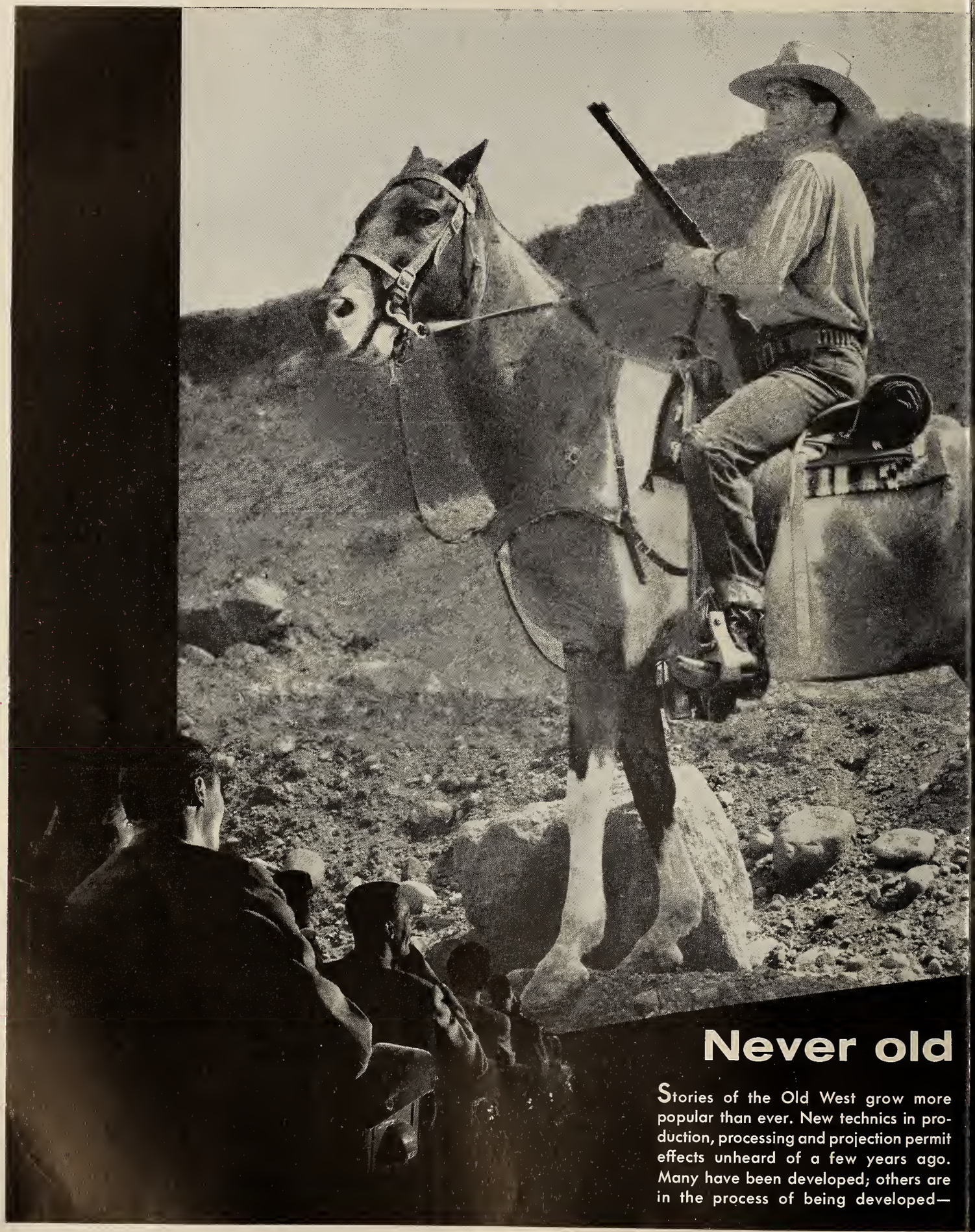
Perlberg-Seaton have concluded negotiations in Hollywood with Garson Kanin for the purchase of his play, "The Rat Race," for adaptation as a motion picture.

■

'Graf Spee' to New Orleans

The Rank Organization's "Pursuit of the Graf Spee" will have its American premiere on Oct. 16 at the Saenger Theatre in New Orleans.





Never old

Stories of the Old West grow more popular than ever. New technics in production, processing and projection permit effects unheard of a few years ago. Many have been developed; others are in the process of being developed—



..always new ...on the wide, wide screen

through close co-operation with the Eastman Technical Service for Motion Picture Film. Offices at strategic centers.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.
Midwest Division
130 East Randolph Drive, Chicago 1, Illinois
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

Television Today

Bartlesville

(*Continued from page* 1)

the Phillips Petroleum Company and the Cities Service Oil Company, and has virtually no unemployment.

When natural gas was discovered in the area, National Zinc Smelters and the Dewey-Cement Company opened plants near Bartlesville. Other industries sprang up. Producers of oil field equipment, metal goods, cadmium, zinc produets, fertilizer and sulfurie aeid eame to Bartlesville. The population of the town in 1950 totaled 19,000 and today it has increased to 30,000. The average family income is reported to be above $6,000 a year.

Cireuit Owns All Theatres

Video Independent Theatres, Inc., Southwest motion pieture exhibitor ehain, owns and will operate the telemovie system. The seleetion of Bartlesville as a "Telemovie community" was made beeause the theatre eircuit owns all four theatres in the thriving town. Two of Video Independent's houses are conventional four-walls and two are drive-in theatres. The Lyric, one of the conventional houses, has been converted into studio facilities and will also serve as a hospitality center for observers who are expeeted to flock into Bartlesville.

The 38 miles of coaxial cables and the specialized electronic equipment are being installed by the Jerrold Electronies Corporation of Philadelphia, the manufacturing coneern which pioneered the eoneept of cable theatres. Target date for the first Telemovie program is Sept. 3.

Telemeter Lists

(*Continued from page* 1)

Plaza Hotel, New York, as of yesterday, aecording to the eompany. The demonstrations, whieh began Aug. 13, now are in their second week.

Hundreds from the motion picture industry have heard Louis A. Novins, viee-president and managing direetor of International Telemeter Corporation, and Paul MaeNamara, viee-president, diseuss the technical, financial and practical aspeets of the Telemeter system. Barney Balaban, president of Paramount Pictures Corporation, of which International Telemeter is a subsidiary, and Paul Raibourn, Paramount vice-president, have attended many of the demonstrations in the hotel's Savoy Room.

NBC Pushes Spot Sales

NBC spot sales division has created the new position of manager of new business, it was announced yesterday by Jaek Reber, direetor of NBC Spot Sales. Larry Surles, formerly eastern manager, radio spot sales has been promoted to the new position.

Urges Study of Ads For Subscription TV

"Why ean't television in the development of its system of remuneration explore those used by newspapers and magazines instead of eopying the system used by radio?" William B. Lewis, president of Kenyon & Eckhardt, asks in an interview published in the Aug. 17 issue of "Editor and Publisher."

Lewis said that he has been interested, "as a bystander," in the current subseription TV eontroversy, by the fact that "neither side has eonsidered the possibility of combining commereially-sponsored TV with pay TV. Why not run advertising with pay TV? That seems logieal and eertainly worthy of study.

"Look at newspapers and magazines. In their case the publie has long eonsidered advertising as part of the whole information sought and bought. Surveys show that people, far from resenting TV eommereials, also like those that are well done."

Television is getting too expensive, he said, adding: "Sponsors may not be able to keep on carrying the full load, if the trend toward increased talent costs continues."

TV Advertising in Britain Shows Gain

From THE DAILY Bureau

LONDON, Aug. 19 (By Air Mail).—Total expenditure on television advertising for June 1957 was £2,188,239 ($6,127,069), aeeording to information supplied by Media Records. This eompares to an expenditure of £937,367 ($2,624,627) in June 1956.

A breakdown of contractors and stations shows the following: Associated Rediffusion — £530,097; Assoeiated TeleVision — £586,895; ABC TV—£427,291; Granada—£643,956.

It has been estimated that advertisers will spend £30 million on British eommereial TV in 1957 and might possibly reaeh £50 million in 1958.

Middleweight Bout

(*Continued from page* 1)

ment that Robinson had signed the eontract, he said, "No sueh paper exists."

A spokesman for TNT said that when the eompany made a bid guaranteeing at least 250,000 seats, no bid was submitted by the Teleprompter Corporation. He said, "TNT suspeets that Robinson has made a private deal with Teleprompter." The "private deal" whieh Robinson is alleged to have made with Teleprompter is said to have been signed on Aug. 20, after the binding TNT eontract was signed, according to TNT officials.

James Norris, president of IBC, said: "If the fight is not carried by TNT, it will not be carried."

Loew Case to Court Today

(*Continued from page* 1)

likely, that Chancellor Seitz will hand down a decision today. Several issues are at stake. These might extend the hearing into Friday and the court might reserve decision.

There also is the possibility that the Joseph Tomlinson forees seeking to head off the Sept. 12 stockholders' meeting might take an appeal.

Tomlinson's attorneys asked the Delaware eourt to validate the direetors' meeting the day following the "rump" session in New York. They also asked that the "eleetion" of two directors—Louis B. Mayer and Samuel Briskin— in order to achieve a quorum; the vote barring Vogel from taking any aetion involving expenditure of more than 25,000 and other "votes" be deelared legal.

Two Points Made by Nizer

In his reply in behalf of Loew's, Louis Nizer, speeial eounsel, not only ehallenged the legality of all the moves made at that meeting, but he also insisted that Briskin's "eleetion" was invalid, beeause of his eonneetions with another film company.

In addition to a series of aetions in the New York Supreme Court and the Appellate Court there have been additional moves in Delaware since the original validation plea of Tomlinson's attorneys.

On Aug. 14 Clair J. Killoran, Wilmington attorney, acting in behalf of Ralph B. Campbell of Lexingt Ky., where Tomlinson owns a hot asked for and reeeived an injunct barring anybody elaiming to repres Loew's from interfering with t meeting. That same day the Chanc lor issued an injunction preventing t expenditure of Loew's eorporate fun for proxy solicitation. Killoran w permitted to intervene.

Intervention Permitted

Three groups of stoekholders sy pathetic with the present Loew ma agement also sought for and reeeiv permission to intervene. These wer Incorporated Investors, Boston, repr senting 53 stockholders; Arthur Wei enberger & Co., New York, inves ment bankers representing 10,0 shares, and the Loewenstein Found tion of New York.

Tomlinson demanded early in t week that Irving L. Greenfield, secr tary of Loew's, Inc., eall a speci meeting of the board of direetors Delaware for Monday (26) for t purpose of validating the July 3 "rump" meeting, removing all Loew eounsel and filling vacaneies on t board. Chancellor Seitz put an abru end to this by ruling Tuesday afte noon that there should be no furth court moves in Delaware and n meeting of the board of directors u til the actions pending before him ha been deeided.

TOA Urges Members To Book New Product

Theatre Owners of America, in a bulletin issued yesterday, urged its members to book product produced by AB-PT and other divorced theatre circuits.

In the past TOA has eontinuously eneouraged the theatre circuits to produee films to alleviate the acute shortage of produet. TOA pointed out that its offieers, leaders and committees have appealed to the Department of Justiee to grant the necessary permission to these eompanies to enter produetion. While the organization has never reeommended to its members, the bulletin said, that they play any speeifie picture, it does feel that eompanies like AB-PT should be and can be greatly eneouraged by TOA theatres.

Recess Goldwyn Trial

SAN FRANCISCO, Aug. 21.—The trial of Samuel Goldwyn's anti-trust suit against Fox West Coast Theatres and others will be reeessed tomorrow for two weeks while Judge Edward P. Murphy attends a judges' meeting in New York.

Alabama Likes 'Rock'

Twentieth Century-Fox's "Will Success Spoil Rock Hunter?" grossed $9,700 in its first three days at the Alabama Theatre, Birmingham, it is reported by the company.

Coast Support

(*Continued from page* 1)

Inc., and to support the managemen group under the presideney of Josep R. Vogel.

The resolution ineluded the votin of all previously-owned stock for th Vogel management also. Guest speak ers at the luneheon ineluded Harr C. Arthur, Jr., William Forman, Jac Y. Berman and Arnold Schaak.

TOA Names Director

(*Continued from page* 1)

atre and increase attendance, the an nouneement said.

Barrington is a graduate of Rollin College and served in World War I as a Navy flier. He has had extensive experience in advertising and public relations in the trade association field.

List Buys Into Kayser

Gera Corp., a subsidiary of List Industries Corp. (formerly RKO Theatres Corp.), has purchased from A. Philip Goldsmith his holdings in Julius Kayser & Co., manufaeturers of women's hosiery, underwear and gloves. The purchase, said to be "slightly less than 100,000 shares," approximating 13 per cent of the Kayser common stock outstanding, was made by Dudley G. Layman, vice-president and treasurer of List and an officer of Gera. Goldsmith resigned recently as president of Kayser.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 38 NEW YORK, U.S.A., FRIDAY, AUGUST 23, 1957 TEN CENTS

Loew's Ruling 'Soon as Possible' Court Says

Delaware Chancellor Reserves Decision on Legality of 'Rump' Meeting and Proxy Spending Ban

By JAMES M. JERAULD

WILMINGTON, Del., Aug. 22—Two crucial points in the Loew's, Inc. litigation are to be decided "as soon as possible" by Chancellor Collins J. Seitz he said at the end of a seven-hour hearing today. One is whether the "rump" directors meeting called by Joseph Tomlinson and the election of Louis B. Mayer and Samuel Briskin as directors is legal or not and the other is on a continuance or dismissal of an injunction preventing Joseph R. Vogel from spending company funds for proxies to be used at the Sept. 12 stockholders meeting. All other issues are of no importance.

Only two points were argued in the all-day hearing. This simplified the

(*Continued on page 5*)

Super-Showman

Todd Shows His Version Of "80 Days"

Marathon Demonstration Argues Value of 35mm

By FLOYD E. STONE

ASBURY PARK, N. J., Aug. 22.—Mike Todd collected more than 100 showmen yesterday at the Paramount Theatre and the Berkeley Carteret Hotel here and harangued, cajoled, argued and won from some of them admission that a projection technique, which he says he is not selling, probably is as good as Todd-AO or at least the public won't know the difference. And that they'll buy it.

Mr. Todd talked probably from 11 o'clock to after 5. He was entertainer,

(*Continued on page 4*)

Fox 6 Mos. Net $4,069,865

Consolidated earnings of $4,069,865 were reported by 20th Century-Fox yesterday for the first half of 1957, the 26 weeks ended June 29. The result, equivalent to $1.54 per share on the 2,644,486 shares outstanding, compares with earnings of $2,156,670 or 82 cents per share, for the first half of 1956.

Earnings for the second quarter of this year amounted to $1,898,185, compared with $1,695,931 for the corresponding quarter last year.

Film income for the first half including television income, amounted to $59,535,202, compared to $51,232,255 last year. Dividends and other

(*Continued on page 5*)

Expects Telemeter In Canada by 1958

By NORMAN MORRIS

Telemeter will be fully set up in at least one Canadian community by the end of 1958 in the opinion of J. J. Fitzgibbons, president and managing director of Famous Players Canadian Corp., Ltd. At a press conference held at the Savoy Plaza Hotel here yesterday, Fitzgibbons urged Canadian exhibitors to seize the opportunity to enter the Telemeter venture at this time.



J. J. Fitzgibbons

Fitzgibbons said that Trans-Canada

(*Continued on page 6*)

Griffing Notes Slow Telemovie Acceptance

Video Independent Theatres, Inc., which will shortly launch its telemovie operation in Bartlesville, Okla., believes that the system will gain public acceptance gradually rather than overnight, according to Henry S. Griffing, president of Video Independent.

Although Griffing is as optimistic as ever that telemovie will be a success, he cautioned against expecting too

(*Continued on page 5*)

Sees WB Prospects Brightest for Year

Warner Bros.' prospects for the coming season are the brightest in the company's history, with a continuous flow of important product of top box-office potential highlighting the new season's release schedule, Roy Haines, the company's general sales manager, told the Warner district managers and individual sales executives at the

(*Continued on page 4*)

MPIC Backs Tax Bill; Hits 'Scandalmongering'

From THE DAILY Bureau

HOLLYWOOD, Aug. 22.—The Motion Picture Industry Council last night took action on two matters directly affecting industry interests.

The organization adopted a resolution in support of the Sadlak tax bill,

(*Continued on page 5*)

N.Y. Estimate Board OK's Ticket Tax Cut

The New York City Board of Estimate at 12:10 this morning unanimously approved the McCarthy bill, already passed by the City Council, which provides for a 90-cent exemp-

(*Continued on page 5*)

Loew's Hearing Opponents End as 'Friendly Enemies'

Special to THE DAILY

WILMINGTON, Aug. 22. — At the hearing here today in the Loew's litigation, Mrs. Louis Nizer, wife of the Loew's attorney, sat all afternoon beside Joseph Tomlinson, but didn't know who he was until a reporter asked her if she was Mrs. Tomlinson. Mrs. Nizer laughingly identified herself.

At the close of the hearing Milton Pollack, Tomlinson's New York attorney, crossed the courtroom and told Nizer Tomlinson would like to meet him. Nizer crossed the room and they shook hands over the counsel table.

REVIEW:

The Sun Also Rises

Darryl F. Zanuck—20th Century-Fox-CinemaScope

HOLLYWOOD, AUG. 22

In point of name-power alone this Darryl F. Zanuck production of Ernest Hemingway's 1926 literary sensation stands head and shoulders above most of the motion pictures it will be competing with when it goes to market. Topping its tremendous cast, which numbers thousands in some brilliant sequences, are Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn, Gregory Ratoff, Eddie Albert and promising newcomer

(*Continued on page 4*)

Television Today

Page 6

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here Sunday for London and will go to South Africa from there.

•

MAX YOUNGSTEIN, United Artists vice-president, is scheduled to return to New York from Europe over the weekend.

•

MILTON R. RACKMIL, president of Universal Pictures, will leave New York tomorrow for Europe.

•

IRVING LUDWIG, Buena Vista domestic sales manager; LOU GAUDREAU, business manager, and CHARLES LEVY, director of advertising-publicity, left New York yesterday for the Coast.

•

CALVIN LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York at the weekend from Washington.

•

DAVID O. SELZNICK and JENNIFER JONES will return to New York on Tuesday from Italy.

•

ED POLK, of Batten, Barton, Durstine & Osborn, has returned to New York from Canada and New England.

•

DELMAR DAVES, director of Columbia's "3:10 to Yuma," will arrive in New York today from Hollywood.

•

DR. A. J. MCMULLAN, chief research officer of the J. Arthur Rank Organization, will arrive in New York from London tomorrow via B.O.A.C.

Personal Managers Unit Plans 'Code of Ethics'

From THE DAILY Bureau

HOLLYWOOD, Aug. 22.—A "code of ethics" will be drawn up for the guidance of members of the Conference of Personal Managers, it was announeed here today by William Loeb, president of the organization. A eommittee named by Loeb to draw up the code consists of George Grolf, Manny Frank and Eddie Rio. The draft will be submitted to the membership at a general meeting scheduled for next month.

"A code of ethies," said Loeb, "will help us to standardize managers' actions with clients, agencies and guilds, and will elarify our position in the industry."

Rome Drive-in to Get First Dual Dialog Film

Film patrons at Rome, Italy, will soon be able to hear the first dual-language sound track — English and Italian. All they will have to do will be to switeh a knob on the in-car speakers at Rome's first drive-in which is nearing completion for Loew's International.

In Romc there are large numbers of tourists who speak English, a large U. S. military personnel and many persons in the native population who either speak English or are anxious to learn. One sound track will have the original version made at the studios and the other a dubbed version in Italian.

The picture will be Allied Artists' "Friendly Persuasion," for which Loew's International has the foreign distribution rights.

The drive-in will have an 800-car eapacity and a 150-foot screen. It will operate on a first-run basis. The opening is scheduled for September, but the date has not been set.

See Early Settlement Of Detroit Strike

Special to THE DAILY

DETROIT, Aug. 22.—The mailers-newspaper strike may be settled out of court before the week is over, it was reported here today.

Thus far theatre revenue has not been much affected by the four day hiatus in publication. The Fox Theatre is holding its bill an additional week, partly on the theory that without advertising a new picture of which the public knew nothing would not draw any better than the current attraction. If the strike endures, it does intend to take to the air heavily.

Roadshows, "Ten Commandments," "Around the World in Eighty Days," and Cinerama, which the public expects to find, report undiminished business.

One interesting aspect indicating increasing interest in movies is that since the strike has been in effect all theatre switehboards have been heavily taxed by those seeking information as to what is being played and when.

USIA Accredits Perlberg to Venice

The United States Government is partieipating officially in the 1957 International Exhibition of Cinematographic Art, Veniee, Italy, Aug. 25 to Sept. 8, at the invitation of the Italian Government, it was announced by the U. S. Information Agency.

Motion picture produeer William Perlberg has been aecredited as United States Delegate to the exhibition. USIA officers in Rome have been accredited as advisers.

Small Town Interest in Film News High: Compo

"The interest of newspaper readers in news and comment about motion pictures and film personalities is just as prevalent in small towns as in big cities."

With this opening sentence as a theme, the Council of Motion Picture Organizations, in the 80th of the series of Compo ads in "Editor & Publisher," on the news stands tomorrow, urges newspaper publishers in the smaller communities to give greater attention to film news in their columns.

Georgia Case Cited

The advertisement cites the case of the Clayton (Ga.) "Tribune," whose publisher, Eddie Barker, instituted a series of articles on films. The series, started as a page one feature, later was moved inside. "Readers started calling up," says Barker, "asking for more front page columns" on the subject.

'Harem' Cuties Make Press 'Omar'-Conscious

Trade press sanctums in New York yesterday were enlivened by visits from harem girls, properly costumed, bearing gifts of a jug of wine, a loaf of bread and a copy of "The Rubaiyat of Omar Khayyam."

Inquiry revealed they were commissioned by Loew's Theatres' Ernest Emerling and Paula Gould and appear in the Y. Frank Freeman, Jr., production, "Omar Khayyam," which by chance is about to open in Loew's theatres.

Milton Gottlieb Dies

Milton M. Gottlieb of C. & G. Film Effects died in Memorial Hospital yesterday. He is survived by his wife, Pearl; daughter, Joyee; sister, Dorothy and brothers, Martin and Sidney. The services will be held at the Riverside Memorial Chapel, 76th St. and Amsterdam Ave., Sunday at 1 P.M.

Fire in Malco Theatre

MEMPHIS, Aug. 22.—A flash fire, whipping through stage eurtains at the Maleo Theatre here, was fought for 10 minutes before being brought under control by firemen. Damage to the stage was estimated at $12,000. The theatre was closed after the fire and expects to open tomorrow.

Rites for Mrs. Feldman

OMAHA, Aug. 22.—Funeral serviecs will be held here tomorrow for Mrs. John Feldman, mother of Charles J. Feldman, Universal Pictures viee-president and general sales manager, who died here yesterday following a long illness.

. . . NEWS ROUNDUP

Schnee Unit at Columbia

Harry Cohn, president of Colu bia Pictures has announced t Charles Schnee will set up an in dependent production unit at the Colu bia coast studio on Nov. 1, follow completion of his production, "Pa Girl," at M-G-M, where he has b under contract for the past six ye The announcement said Schnee w write as well as produce some of t properties on his Columbia schedu

Pakistan Festival

Pakistan will participate in t Asian Film Festival in Peking tow the end of August, it was relial learned here. Other countries invit to take part include Japan, Bhar Indonesia, Singapore, Malaya, Le non, Syria, Burma, Ceylon, Kor Mongolia, Vietnam, Thailand and t Philippines. The festival is schedul to last for one week.

Pakula Plans Two More

Producer Alan Pakula announc plans to produce an all-star theatri feature, and also a filmed televisi series, based on Elliot Arnold's for coming novel, "That Others M Live," which concerns exploits of t Air Rescue Service.

Shepherd Prods. Acquires Tv

John Shepherd Productions, pa nership of Martin Jurow and Richa Shepherd, have acquired "Lomoko Papers," by Herman Woulk, a "Hanging Tree," by Dorothy Joh son, as the first of two major produ tions on their multi-pieture sehedu

George Lait Hospitalize

HOLLYWOOD, Aug. 22.—Geor Lait, assistant publicity direetor the Universal studio, is resting sat factorily at St. Joseph's Hospital, Bu bank, following lung surgery.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE • CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE • PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

AFIRE WITH ACTION!
ONE LONE GIRL
IN A SEA-WORLD
OF VIOLENT
MEN!

TREVOR
HOWARD
PEDRO
ARMENDARIZ
ELSA
MARTINELLI



Manuela would pay any price for her passage. But she would not sell her soul to the whole hot-eyed crew. Torrid drama capped by the spectacular climax of the ocean's hell—a ship swept by flames as consuming as the emotions that this uninhibited story explodes!

"Bright prospects—with pronounced boxoffice values!"
—*says Variety*

IVAN FOXWELL'S production of

STOWAWAY GIRL

Produced by
IVAN FOXWELL
Directed by GUY HAMILTON
Based on the novel by WILLIAM WOODS
A PARAMOUNT RELEASE

Paramount Pictures

Todd Shows

(*Continued from page* 1)

demonstrator, attorney and salesman. Exhibitors who began by being curious were always entertained.

What he demonstrated today and will again tomorrow was how "Around the World in 80 Days" looks in 35-mm. Exhibitors speaking openly to each other during a hot argument Mr. Todd conducted with critics, seemed to agree the 35-mm was sharp and its 4-track sound impressive enough.

From 133 and 90 Feet

Mr. Todd showed alternately from the house booth 133 feet from the wide screen and from a special booth 90 feet away, scenes from "Patterns" in standard ratio, from "The Wonders of Manhattan" in CinemaScope, and from "80 Days." He said exhibitors could construct the booth easily and inexpensively. In this house it is of Transite, with Ozite and other materials and drapery.

He urged his guests to be practical and flexible, and remember that the important thing was improvement of the standard picture, and that they should note screen size (the bigger the better), angle of projection, lack of distortion, and sound.

Introductions at Luncheon

Todd, at luncheon, introduced each guest, many with anecdotes, some with barbs, and throughout with jokes, and made this theme the new approach in showmanship. His thesis was people no longer believe showmen. Producers have got to build everything into the picture negative, even the publicity. He vowed that into his next he will build the terms. He suggested he and his associates will think up something to assure public faith in quality of presentation and they may even issue a bond with each ticket guaranteeing they will not find the picture elsewhere in inferior circumstances.

He introduced at luncheon a critic, Bill Beck of the Five Points Theatre, Jacksonville, and indicated he was in for argument. Beck, at Todd's invitation, read letters which he'd mailed to Todd and trade papers. His points were that Todd by selling 35-mm in Tampa and elsewhere imperiled a trade gimmick, an exhibitor investment, and provided a substitute, which Beck said and maintained during the argument, is inferior.

Praise from Circuit Officials

Todd seized this statement, obtained 35-mm commendation from Philadelphia circuit operators William Goldman and Jay Emanuel, and RKO president Sol Schwartz. He also made much of Beck's success and satisfaction with the Todd-AO process.

Goldman suggested and Todd agreed on a point which Todd said he meant to emphasize: That a really big and gambling producer needs a market hypothetically limited to 400 theatres, not 50. "80 Days" currently is in 45 Todd-AO situations, and in approximately a half dozen in 35-mm.

The 100 exhibitor guests were from California, Texas, the near and deep South and the Northwest. They paid their transportation, but the party was Todd's. They included Raymond Willie, Interstate, Texas; Harry Feinstein, Stanley Warner, New Haven; Andrew Gibson, Dipson circuit, Buffalo; Joseph Rosenfield, Spokane; Burton Jones, San Diego; Ted Mann, Minneapolis; George Lynch, Sehine circuit; I. Rappaport, Baltimore; Nathan Schwartz, Durham, N. C., and Morton Thalhimer, Richmond, Va.

One invited guest who didn't speak was Henry S. Woodbridge. He is president of Todd-AO.

We mourn the passing
of our beloved partner
Milton M. Gottlieb
C. and G. Film Effects

The Sun Also Rises

(CONTINUED FROM PAGE 1)

named Robert Evans. And the quality of their performances, along with those of the many other excellent actors who share their 129 minutes on the screen, is underwritten incontestably in the directorial signature of the great Henry King. With all of these assets, opening a wide variety of exploitation approaches to the public, "The Sun Also Rises" figures to run up a tremendous box office success.

In point of story, as readers of the Hemingway novel will remember, the picture runs true to the Zanuck policy of treating controversial topics plainly. Topics dealt with plainly in this picture include male impotence, female promiscuity, professional soliciting, and some intimate aspects of bull-fighting. These are dealt with in the place and time setting of Paris, Spain and Biarritz in 1922. They are dealt with in detail and handsomely, at length and colorfully, in the manner of what has been called by writers, and in the picture, "the lost generation," meaning the generation which lived on after World War I as recklessly as if death were due to strike momentarily.

Producer Zanuck's physical presentation of the Hemingway story often dwarfs the story itself, reaching heights of scenic magnificence that surpass previous CinemaScope productions at their photographic best. The Fiesta of San Fermin at Pamplona, Spain, where the story takes all of the principals for a protracted holiday, is overwhelmingly enacted and brilliantly filmed from dozens of angles. The scenes in the bull ring—the massed multitudes in the stands and the animals and men in the arena—prove CinemaScope's unparalleled power to dramatize a spectacle. To Leo Tuver, director of photography, and Leonard Doss, color consultant, the production stacks up as a towering credit.

THE SCREENPLAY by Peter Viertel follows the Hemingway book closely. It opens in Paris where Power, who has been rendered impotent by an injury in the war, is working as correspondent for a New York newspaper. His physical handicap is quickly revealed to the audience by means of dialogue between him and a street woman, and shortly after that Miss Gardner, a young war widow with a wide cafe acquaintance, comes into the picture. She was a nurse in the hospital where his war injury was treated, and they have been apart some while, trying to forget they love each other, when the meeting occurs.

In the course of the story she has affairs of greater or lesser moment with Ferrer, Power's longtime friend; Evans, a young bullfighter; Ratoff, a titled person of great wealth and amusing manner; and possibly Flynn, a penniless heir to an ample fortune and the man she has in mind marrying when his money comes in.

This group, excepting Evans, who is in and out of the story swiftly, spends a good deal of travel time around European spots of sophisticated interest before the end of the picture, which finds Power and Miss Gardner no nearer to a solution of their problem than in the beginning.

The picture is big in every sense of the word, rich in color and expertly done in every technical department. Probably it is essentially a big-town picture, as some of the subject matter could run into family disfavor in the smaller communities. It is not for children.

Running time 129 minutes. Adult audience classification. Release date, September.

WILLIAM R. WEAVER

Memorial for J. B. Magee

Memorial services for Joseph Bernard Magee, who passed away August 12, will be held Tuesday, Aug. 27, 2:30 P.M. at the Broadway Congregational Church in New York City. Mr. Magee had been Director of Casting for the William Morris Agency for 20 years.

WB Prospect

(*Continued from page* 1)

opening session of a two-day s conference at the home office ye day.

Pointing out that "Band of Ang and "The Curse of Frankenstein" rently are giving extraordinarily l accounts of themselves at the nati boxoffices, Haines told the mee that Warner Bros. will wind up present season on a highly prosper note.

'No Let-up,' He Promises

"There will be no let-up in the commercial values of our product we enter the new season with 'The jama Game,' which has been boo solidly across the country over the bor Day weekend," Mr. Haines c tinued. "Never before have we b in a position to offer the exhibi such a succession of back-to-back h grossing possibilities as we have sch uled for the beginning of the n movie year through the end of 19 and beyond."

The sales executive cited as rep sentative of the outstanding proper ready for release such pictures "Sayonara," "The Helen Morg Story," "No Sleep Till Dawn" a "The Story of Mankind."

Points to Six Additional

To augment these pictures, the co pany has scheduled a group of expl tation films in the vein of the extren ly successful "The Curse of Franke stein," including "Jamboree," "Bla Pateh," "Johnny Trouble," "The Bla Scorpion," "Woman in a Dressi Gown" and "These Dangerous Year

27 Branches Win in UA Foreign Drive

Twenty-seven United Artists ov seas branches have topped their bi ings quotas in the first six-month co petition of the year-long internatio sales drive, it was announced he by Louis Lober, general manager the foreign department, who is capta of the drive.

Five in Germany

The winning offices included fi branches in the German organizatio Berlin, Hamburg, Dusseldorf, Fran furt and Munich; five branches in A gentina, Rosario, Tucuman, Bah Blanca, Santa Fe and Cordoba; thr branches in Colombia, Barranquill Cali and Bogota; two branches in th French territory, Tunis and Bordeau and Singapore, Stockholm, Manil Santiago, Brussels, Havana, Lim Panama and San Juan. Each branc will receive cash awards.

Alaska Manager Dies

SEATTLE, Wash., Aug. 21 (By A Mail).—Ernest C. Lackey, 54, Ketchikan, Alaska, theatre manage died in a Seattle hospital Aug. 16 of heart attack. He formerly was ma ager of the old Bagdad Theatre in S attle. The deceased was a native Souris, N. D.

PEOPLE

Melvin H. Fox, head of Fox Theres, Philadelphia, has been named airman of the by-laws committee the newly-formed Drive-in Theae Operators Association in that city.

□

James S. Swan, for the past five ars Cleveland manager of "Good ousekeeping" magazine, has been med publisher of "Cosmopolitan," nother Hearst organ. William S. ampbell, "Cosmopolitan" publisher nce 1955, will take over another asgnment with the Hearst international rculation division.

□

Ben Abner has resigned as New ork-metropolitan branch manager for arner Brothers. His future plans will announced later.

Ticket Tax Cut

(*Continued from page* 1)

on from the five per cent city ticket x on all motion picture theatre adissions.

The tax is applicable to that part any admission price over 90 cents. Mayor Wagner is expected to sign he bill within the next few days makg it effective, as scheduled, on pt. 1.

Representatives of legitimate theaes, outdoor amusements concerned d others not covered by the bill ppeared at the Board of Estimate eeting yesterday in an effort to btain inclusion of their operations in e 90-cent exemption. They also had ppeared without success at the ear- er City Council session which passed e McCarthy bill.

Among those who voiced opposion to approval for theatres only ere representatives of the New York ankees, Brooklyn Dodgers, Coney sland Chamber of Commerce, teeplechase Park and Rockaway layland.

Griffing Sees

(*Continued from page* 1)

uch too quickly. "From our past exerience with community antenna sysms," he said, "we know this thing on't won't go off all at once like a recracker. The people of Bartlesville re going to have to be sold on it, one mily at a time, and it will take a hile."

Installation of General Precision aboratories equipment at the Bartlesille studio is virtually complete, Grifng reported, and a test pattern has een shown successfully in the area.

Griffing said Oct. 1 through 6 has een designated as the official preiere week to be marked by cerenonies arranged by Phil Hayes, Video anager at Bartlesville. Initial proams will feature Warner Brothers' Pajama Game" and two Universal lms, "Night Passage" and "The reat Man."

Ruling in Loew's Case 'Soon as Possible'

(*Continued from page* 1)

procedure. A ruling by the court that the five directors who met July 30—Joseph Tomlinson, K. T. Keller, Ray Lawson, Stanley Meyer and Louis A. Johnson—had no power to elect directors to fill the vacancies would eliminate all other elements of the controversy.

If the court rules the election of Mayer and Briskin was legal, the resolutions passed by the board after they took their seats that day would be effective. These resolutions forbade the calling of a special meeting of stockholders, limited expenditures by Vogel to $25,000, and imposed other restrictions. The board might try to rescind the call for the meeting.

Brandt Active in Proxy Fight

The temporary injunction banning the expenditure of company funds for proxies was obtained later from Chancellor Seitz. Since it was issued a stockholders' protective committee under the chairmanship of Harry Brandt has been spending the money required to obtain proxies.

Chancellor Seitz, who looks younger than his 43 years, and asks disconcerting questions of lawyers, opened the hearing at 11 A.M. Nearly 25 lawyers were present, although only 10 sat at the counsel tables on either side of the courtroom. Joseph Tomlinson sat in the first row of spectators' benches, and leaned forward, with his hands gripping each other or the railing which separates the seats from the lawyers' area.

Arthur B. Logan, Wilmington attorney, was spokesman for the Tomlinson forces. He argued that the provision of the Loew's by-laws requiring a majority of seven directors of the 13 total for a quorum had been in conflict with the Delaware corporation law since 1927, when it was amended. The Loew by-laws were drawn up in 1919. Logan cited many precedents and confined his argument entirely to the legal phases of the situation. He insisted there had been "statutory" majority.

Louis Nizer, special counsel for Loew's, contended that moral values and the welfare of the company were involved; that the situation required the consideration of factors beyond formal law. Nizer's presentation was interrupted by a luncheon recess.

In the middle of the afternoon Chancellor Seitz halted the discussion to say he was ready to hear the Ralph B. Campbell case. There were two of these on file, the first Campbell's application for an injunction to prevent the spending of funds, which was in effect, and the other an application to enjoin the holding of a stockholders' meeting Sept. 12. Campbell is a stockholder who resides in Lexington, Ky., where Tomlinson owns a hotel.

Limited to Expenditures

At the start of the argument Logan, who acted as spokesman in this case also, mentioned the injunction sought to prevent the meeting. The Chancellor halted him and took a short recess. When he returned he told Logan to proceed only with the discussion of the stay limiting the spending of company funds for proxies.

Nizer, in rebuttal, declared the injunction was another form of harassment of the company management and that stockholders had a basic right to vote on the issues. He quoted from decisions by the chancellor in other cases.

David S. Anderson, of the Wilmington law firm representing Loew's, obtained permission from the court for Nizer to present the case.

Nizer, Melniker, Macchia Present

Benjamin Melniker, Loew's general counsel, sat at Nizer's right, and Joseph Macchia of the Loew's legal department also was present.

William H. Foulk and William Duffy, Jr., were present as observers for the Loew's Stockholders Protective Committee. Clair J. Halloran, counsel for intervenors, was an observer.

Phone Calls on Loew's Hearing Swamp DAILY

Impressive evidence of the keen industry interest in developments in the struggle for control of Loew's was manifest again yesterday when Motion Picture Daily's phones were kept busy by industryites—distant as well as in home offices—inquiring for word of the latest developments at the court hearing in Wilmington on the crucial issues affecting both the composition of the company's board and the convening of the special meeting of stockholders called by Joseph R. Vogel, president, for Sept. 12.

The telephoned inquiries began in mid-afternoon and continued into early evening yesterday.

MPIC Actions

(*Continued from page* 1)

introduced by Congressman Antoni Sadlak, which would reduce individual income tax rates in all brackets, and also corporate taxes, beginning Jan. 1, 1958.

In the other move, organization president George Murphy appointed a committee to study ways and means of defending the industry and its people against slanderous attack. Murphy issued on behalf of the organization the following statement:

Committee Appointed

"MPIC, believing it would be improper to comment on trial now being heard in our courts, nevertheless deplores the resulting damage to our great industry and to the reputation and standing of all who work in it. A permanent committee has been appointed to consider ways and means to safeguard the welfare of our industry and the host of fine men and women who compose it. At an appropriate time, the committee will make a full report of its findings and recommendations."

Committee appointees are Ronald Reagan, Ken Englund, Steve Broidy, Samuel G. Engel, Lou Greenspan, Mendel Silberberg and Maurice Benjamin.

MPIC disclosed that the American Society of Cinematographers, comprising more than 200 leading camera men, has joined MPIC, and that talks are under way with film-editor and unit-production-manager organizations looking toward their joining the council.

FWC Reports 'Bambi' Strong in 'Frisco

Special to THE DAILY

SAN FRANCISCO, Aug. 22.—Another re-issue of Walt Disney's "Bambi" in Northern California is shattering records beyond all expectations, according to Fox West Coast Theatres executives.

Popular in Oakland

The Fox here grossed $21,000 while across the Bay in Oakland, at the same time, Paramount was picking up $16,000. Stockton, Fresno, Sacramento, Redwood City and San Mateo were other key spots reporting "phenomenal" audiences and a snap tally indicates the record $180,000 gross chalked up in Southern California during the past week will be topped in the northern half of the state by at least $20,000.

Fox 6 Mo. Net

(*Continued from page* 1)

operating income brought the total for the six months to $64,276,712, compared to $56,779,826, the total for a year ago.

Expenses this year were up to $55,568,961 compared to $53,160,185 last year.

Dividend Declared

The company's board of directors yesterday authorized payment of a quarterly cash dividend of 40 cents per share on Sept. 28 to holders of record on Sept. 13.

Meyer to Make 'Floyd'

HOLLYWOOD, Aug. 22.—With "Action of the Tiger" set to be released by M-G-M on Labor Day, producer Johnny Meyer is preparing his next production, "Pretty Boy Floyd," a story of a notorious gangster. It also will be released by M-G-M.

Buys Houston Art House

HOUSTON, Aug. 22.—George Lee Marks, a New York television producer, has purchased the Avalon Art Theatre.

National Pre-Selling

"THE full-blown, belly laugh, rare in theatres, is now being heard riotously in movie houses," according to "Life's" August 19 issue. "Setting it roaring is 'Will Success Spoil Rock Hunter', a story about today's slick world of advertising that bubbles out of the old American conviction that sex can be a howling farce. Jayne Mansfield is the heroine, Rita Marlowe an actress of tremendous curves and reaches. Tony Randall, rapidly establishing himself as the finest new comedian the movies has found in a decade, is Rock Hunter, a simple, nerve-racked Madison Avenue agency man."

•

"Very soon now, the nation's moviegoers will have the rare opportunity of seeing the champion muggers of two continents come to grips—France's Fernandel vs. Bob Hope," according to "This Week's" August 18 issue. "The picture is 'Paris Holiday,' and it affords a second rare opportunity—that of seeing Miss Anita Ekberg fully clothed."

•

"The Pride and the Passion" has been selected by "Seventeen" as the picture of the month for September.

•

"Robert Evans, a 27-year-old vice-president of a New York garment firm, was relaxing by the Beverly Hills Hotel swimming pool when Norma Shearer approached him," according to McCall's August issue. "She thought he would be just right to play her late husband, Irving Thalberg, in 'Man of a Thousand Faces'."

•

Marya Mannes, in the August 8 issue of "The Reporter," lumped together "The Great Man," "A Face in the Crowd," and "Sweet Smell of Success," in a triple decker review. She does a thorough job on all three films.

•

Lloyd Shearer, west coast correspondent of "Parade," went to Hawaii, where "South Pacific" is being filmed, to interview Mitzi Gaynor, star of the Rodgers & Hammerstein musical. In the August 18 issue he relates how Mitzi got the part played by Mary Martin on the stage. "When you look at Mitzi," says Josh Logan, the director, "you feel here is a girl of warmth, excitement and fun. She is completely without malice or cunning or female wiles."

•

"Jeanne Eagels," "An Affair to Remember," "The Pride and the Passion" and "The Rising of the Moon" are some of the films given an excellent rating in the September issue of "Photoplay."

•

Joanne Woodward plays the part of an emotionally disturbed woman with a split personality in "The Three Faces of Eve." Bearing this in mind, the editor of "Esquire" commissioned four top-flight lensmen to photograph Joanne in her changing moods. In the September issue, each photographer has a full page to portray a different phase of the characters played by this versatile actress. In addition, their photos of the new star appear on the front cover.

WALTER HAAS

Telemeter

(*Continued from page* 1)

Telemeter, Ltd., a subsidiary of Famous Players Canadian, will undertake the manufacture of the Telemeter "boxes." Trans-Canada Telemeter, in turn, will hand out franchises to local companies who will operate the community telemeter systems.

Asked about programming plans, Fitzgibbons said that he envisages some program changes each week. These, he explained, would be similar to changes that occur each week in the theatre. In addition, Fitzgibbons pointed out, programming might encompass special events that local television stations are unable to handle.

Sees It as a Big Job

Fitzgibbons told the press that he does not underestimate the task of selling the Telemeter equipment to individual householders. But he stressed that he is confident that when Telemeter is finally set up, the people will be getting "the biggest amusement bargain in their lives."

While Fitzgibbons said he is not certain if the system will operate by cable or be sent over the airways, he believes cable is more practicable. Although it may cost more, Fitzgibbons feels it will be worth the extra expense.

In the final analysis Fitzgibbons is of the opinion that Telemeter in Canada represents an expanding market for product. He does not believe the large theatres will be hurt by the system. On the contrary, according to Fitzgibbons, Telemeter will help the large theatres gain better product in time and help them increase their yearly grosses.

So great has been the demand for opportunities to attend the Telemeter demonstration at the Savoy Plaza, that the showings will be extended another three days.

Personal Appearances Planned for AIP Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 22.—Personal appearance tours for each release of American International Pictures, beginning with next week's package release, "Amazing Colossal Man" and "Cat Girl," will be a permanent policy, AIP president James H. Nicholson has announced. The troupe making appearances on stage, radio and television, for that package, will consist of Cathy Downs, Jean Moorehead and producer-director Bert L. Gordon.

Television Today

Networks Schedule Fall Show Flood

The major networks are getting ready to display their fall line-up of shows in a few weeks. Here are a few samples that may reveal the coming trends:

On CBS-TV, the Chrysler Corp. will continue its sponsorship of "Shower of Stars," a musical variety extravaganza starring Jack Benny. The first of four or five shows this year will premiere on Thursday, Oct. 31 (8:30-9:30 P.M., EDT). The network will introduce Merle Oberon in a top-rated English adventure series titled "Assignment Foreign Legion" on Saturday, Sept. 14 (10:30-11:00 P.M., EDT).

'Lady Luck' on ABC

NBC-TV's new situation comedy series "Sally" will star Joan Caulfield and will make its debut on Sunday, Sept. 15 (7:30-8:00 P.M., EDT). Alternate sponsors are The Chemstrand Corp. and The Royal Typewriter Co. On Saturday, Oct. 12 (10:00-10:30 P.M.) NBC will present a new panel show, "What's It For?" which will be emceed by Hal March.

ABC-TV plans to reschedule "Lady Luck," a new five-a-week daytime audience and at-home participation program featuring Keefe Brasselle. Original plans called for a Sept. 30 debut (4:30-5:00 P.M., EDT), but the network now will look for an earlier slot. On Sunday, Sept. 15 (7:00-7:30 P.M., EDT) "You Asked for It," sponsored by Skippy Peanut Butter, will present detailed film footage showing the Soviet Union's famed performing bears.

Smathers Bill Aimed At BMI and Networks

An amendment to the Federal Communications Act aimed specifically at forcing radio and television broadcasters to relinquish their interest in Broadcast Music Incorporated and in RCA Victor and Columbia Recording companies was introduced in Congress this week by Senator George A. Smathers, Democrat of Fla.

Smathers told the Senate that the networks in 1940 joined with more than 600 of their affiliated radio stations to go into the music business "in unfair competition with the American Society of Composers, Authors and Publishers." They formed and financed B.M.I. and gave subsidies to hundreds of firms, he charged.

To popularize their songs, Smathers said, two of the largest networks then purchased the two largest recording companies and exploited their own music over the airwaves.

"This interlocking combination, in my opinion," the Senator said, "is not in the public interest." He said his amendment was introduced to halt the broadcasters' control of music.

TV '56 Gros $897,000,00

From THE DAILY Bureau

WASHINGTON, Aug. 22 — Te vision broadcast revenues climbed $897,000,000 in 1956, up over per cent from the preceding year, a cording to the final 1956 broadc financial data released by the Fede Communications Commission today

The three TV networks and th 15 owned stations accounted for most half of the gross revenues.

Industry broadcast profits bef Federal taxes in 1956 rose to $18 000,000 from $150,000,000 in 19

UHF Stations Also Gained

The television financial pictu brightened even for the 95 UHF s tions still on the air. They had re enues of $32,500,000 in 1956, $4,000,000, their expenses were $3 400,000, up $1,400,000 and th total losses were $1,900,000, do from losses of $4,500,000 in 1955 a $10,000,000 in 1954.

Networks and their stations h $442,000,000 in broadcast reven in 1956, up 18 per cent. Their e penses were $357,000,000, up $5 000,000 from the previous year. Th net income at $85,000,000 was $17,000,000 or 26 per cent.

$261,000,000 to VHF Outlets

The 95 pre-freeze VHF statio took in $261,000,000 in gross broa cast revenues, considerably mo than the entire total of 269 po freeze VHF's, which accounted only $161,000,000 in revenue.

As to profits before federal inco tax, the 95 pre-freeze VHF's h $90,000,000, and the 269 post-free VHF's accounted for only $16,00 000.

Boris Morros to Tell Spy Story on CBS-TV

Boris Morros, Hollywood produc whose testimony before a Fede grand jury resulted in espionage i dictments against Jack and Myra Sol and others, will appear on CBS's ra and television's "Face the Natio Sunday, Aug. 25. He will be int viewed by a panel consisting of Jo Madigan, Don Whitehead and Geo Herman. Griffing Bancroft will mo erate.

New Kodak Show

Beginning October 9, Eastm Kodak Co. will sponsor the n series of "Beat the Clock," which st emcee Bud Collyer. The progra formerly televised in the evening, w now be viewed from 2:00 to 2: P.M. on CBS-TV. Kodak also recent announced sponsorship of the "E Sullivan Show" on the same netwo

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 39 NEW YORK, U.S.A., MONDAY, AUGUST 26, 1957 TEN CENTS

amed by Diamond

olden Jubilee nit Chairmen et for Coast

ve Groups Will Serve; ales to Be Coordinator

From THE DAILY Bureau

HOLLYWOOD, Aug. 25.—The Stu- Publicity Directors Committee irman, Jack Diamond, has appoint- chairmen to head committees con- ting Hollywood's participation in Golden Jubilee celebration, which s off here Oct. 14, and appointed rk H. Wales as general coordinator Hollywood.

Committee heads named by Dia- nd are Howard Strickling, M-G-M, will be in charge of recruiting sonalities and setting details for

(*Continued on page* 2)

A.P. Sales Meeting t for Chicago

A general meeting of all sales per- nel of A.A.P., Inc., will be held sday and Wednesday, Aug. 27 and at the Edgewater Beach Hotel, Chicago, to discuss plans for the selling season. The meeting will conducted by W. Robert Rich, gen- l sales manager. Eliot Hyman, pres- nt of A.A.P., Inc., and newly elect-

(*Continued on page* 11)

AG and Hayden Sign or 39 Shows on ABC

From THE DAILY Bureau

HOLLYWOOD, Aug. 25.—Ending eral weeks of negotiations during ch the Screen Actors Guild had ned its members not to work for on-signatory company, the Guild announced the signing of a col-

(*Continued on page* 11)

Television Today Page 11

Hits 'Pay What You Choose' Policy

Para. Would Enjoin Rembusch from Extending Run of 'Commandments'

Paramount Pictures will move in Federal court in Indianapolis today for an injunction to restrain Syndicate Theatres from extending the run of "The Ten Commandments" at the Crest Theatre in Wabash on a policy of "pay what you think the picture is worth."

The original two weeks booking at the Crest ended last weekend. The contract contains a provision specifying that the engagement may be extended on specified terms, if mutually agreeable.

Trueman Rembusch, secretary-treas-

(*Continued on page* 2)

Todd's Asbury Sales Talks in Manual

By FLOYD E. STONE

What will be known as the Asbury Park Report is being created by Mike Todd and helpers and will be a manual for exhibitors who play his "Around the World in 80 Days" in 35mm or in Todd AO, and even for those who don't. Todd Friday morning at Asbury Park told the 80 or so exhibitors — his two day guests at an exposition of 35mm (rather than Todd AO) projection — that his show is legitimate, that it deserves the "treatment," curtain, usherettes, programs, courtesy, all of which he discussed in detail. The customer expects the atmosphere of a road show, he said. The exhibitor who can't fulfill the conditions won't get the show. There will be no deals without Todd survey and approval. The best theatre gets the picture, but exhibitor alertness and cooperation must satisfy him.

After luncheon at the Berkeley Car-

(*Continued on page* 11)

Expect Mayor to Sign Tax Cut Bill Wednesday

The bill to modify New York City's five per cent admission tax so that the first 90 cents will be exempt is expected to be signed Wednesday or Thursday of this week by Mayor Robert Wagner, thus making the anticipated Sept. 1 effective date an excellent probability.

The bill, which passed the Board of Estimate unanimously late last week on Mayor Wagner's motion, had been introduced originally at his request. Thus there is no reason to believe the

(*Continued on page* 2)

Industry Heads Tense Awaiting Ruling On Control of Loew's, Possibly Today

Is today D day? And if it is, who wins?

In this industry which sometimes boasts a hit picture can be spotted on its way to a sneak preview and a preview verdict is known nationally the next morning, all the usual rules break down. An inscrutable judge in Delaware has everyone baffled.

Last arguments on the two most important points in the Joseph R. Vogel-Joseph Tomlinson struggle for control of Loew's were heard late Thursday afternoon. Chancellor Collins J. Seitz said he would render a decision "as quickly as possible," and a few hours later major company executives, exhibitors, and innumerable lawyers were jumping to the conclusion that the court's ruling would be ready today.

Only 17 days remain before the special stockholders' meeting is scheduled to convene in New York. Two of these are Sundays and two more are Saturdays — days on which courts rarely work — leaving 13 business days for any legal moves which either side may decide to make, depending upon which way the decision goes.

Picking the winner of the daily double is tame business compared with the excitement already stirred up. Motion Picture Daily has been besieged by calls, some even going so far as to ask the writer how he thought the case would be decided.

Enters New Field

Fox and NTA Buy Midwest TV Station

20th-Fox Subsidiary Is Partner of Loew in KMGM

Twentieth Century-Fox, through its subsidiary, National Telefilm Associates, Inc., has acquired its first television station, KMGM-TV, Minneapolis-St. Paul, and intends to acquire more.

Due to this shift in ownership, 20th-Fox becomes an indirect partner of Loew's, Inc., which has held a 25 per cent interest in that station for some time.

NTA is already handling distribution of the large library of pre-1948 films from 20th-Fox and through an-

(*Continued on page* 2)

WB Sales Heads Hear Ad and Publicity Plans

Presentation of nationwide advertising, publicity and promotion campaigns for forthcoming Warner Bros. product that will launch the new season highlighted the closing sessions Friday of the company's two-day sales conferences at the home office.

Discussions were led by Gil Golden, national advertising manager; Meyer M. Hutner, national publicity manager, and W. W. Brumberg, in charge of field exploitation.

Among the campaigns outlined were those for "Sayonara," "The Pa-

(*Continued on page* 2)

RKO Theatres Sells White Plains Keith

The RKO Keith's theatre and building in White Plains, N. Y., has been sold for $950,000 to Milton C. Rose and Michael W. Straight, trustees. Sol A. Schwartz, president of the circuit, who announced the sale, said that RKO would continue to operate the theatre under a long term lease-back from the new owners. The property consists of a theatre, commercial building, gas station and parking lot at Main Street and Mamaroneck Avenue.

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., returned to New York over the weekend from a stay of several months in San Francisco. He returns there late next week.

•

MORT NATHANSON, United Artists publicity manager, has left New York for Hollywood.

•

NORMAN E. GLUCK, in charge of television for Universal Pictures, left New York over the weekend for Europe.

•

GEOFFREY MARTIN, advertising-publicity director for Rank Film Distributors of America, and STEVE EDWARDS, advertising-publicity manager, will leave here today for Washington and key cities of the South.

•

JUDY SPIEGEL, daughter of Henry SPIEGEL, of New York's Paramount Theatre, is engaged to DAVID MARTIN MELLEN, Detroit engineer.

•

BOB RICH, general sales manager for Associated Artists Prods.; DON KLAUBER, director of station and national sales, and AL SUSMAN, Eastern sales manager, will leave New York today for Chicago.

I.A. Executive Board In Session in Akron

Special to THE DAILY

AKRON, O., Aug. 25.—IATSE delegates to the quarterly meeting of the executive board, headed by president Richard F. Walsh of New York, arrived here today for the week-long sessions at the Sheraton Mayflower Hotel. John A. Shuff, I. A. traveling delegate of this city, is in charge of arrangements.

Einfeld to the Coast

Merchandising plans for the forthcoming product of 20th Century-Fox will be made at conferences to be held this week between studio executives and Charles Einfeld, vice-president. Einfeld will leave here tomorrow for the studios.

'Sun' Scores at Roxy

Reports from the Roxy Theatre here on Friday night told of a $20,000 opening day at the house for Darryl F. Zanuck's "The Sun Also Rises," said to be the largest since "The King and I."

Fox and NTA

(*Continued from page* 1)

other subsidiary is producing films for TV use on the NTV network.

Announcement of the sale of the Minneapolis-St. Paul station was made by Ely A. Landau, NTA president, and Sy Weintraub, KMGM-TV president. NTA takes 75 per cent of the stock of United Television, Inc., the present owner and operator of the station. Loew's, Inc., retains its 25 per cent interest.

The sale marks the start of NTA in the field of station ownership. It will acquire the full quota of stations allowed by law—five VHF and two UHF stations. Negotiations were conducted for NTV by Edythe Rein, vice-president, and Ted Cott, and for United Television by Thomas P. Johnson and George W. Eby. Independent stations will be acquired in further expansions, Landau said.

Started in 1955

KMGM-TV began operations Jan. 9, 1955, as KEYD-TV and was owned until last year by the Family Broadcasting Corp. The FCC approved the sale to United May 23, 1956.

NTA was organized in August, 1952, by Landau. It is the exclusive distributor for 20th-Fox films, which include 23 film series and 1,450 short subjects and cartoons.

NTA also is half owner of the NTA Film Network, of which 20th Century-Fox owns 50 per cent. It began commercial operations last April 1. Other NTA divisions include NTA Pictures, Inc., a theatrical releasing company, and Famous Films-Programs for Television, a division handling re-runs.

Balaban to Meet Press

Barney Balaban, Paramount president, will hold a luncheon press conference on Wednesday at the Savoy Plaza Hotel here to discuss immediate and long range plans for the growth of Telemeter, Paramount's subscription television system. The company concludes extended demonstrations of Telemeter at the hotel this week.

Golden Jubilee

(*Continued from page* 1)

key city tours. Al Horwits, Columbia Pictures, will head a group planning events leading up to the kickoff luncheon. Harry Brand, 20th Century-Fox, is chairman for the luncheon which the Los Angeles Chamber of Commerce will sponsor. Bill Hendricks, Warner Brothers, and Ned Moss, RKO Radio, were named publicity co-chairmen, and Teet Carle, Paramount, and John Flinn, Allied Artists, will handle overall arrangements.

Publicity committee representatives will meet Monday with B. B. Kahane, Association of Motion Picture Producers vice-president, to report on the Hollywood celebration as it now stands.

Diamond also announced that Oscar Doob, Jubilee coordinator in New York, and Charles McCarthy, Compo public relations director, will be in Hollywood within a fortnight for meetings with the Hollywood committee. Paul Lazarus, chairman of the New York committee, has been invited to attend.

Skouras Eyeing Production Deals in South Africa

Deals for the production in South Africa of a series of pictures for 20th Century-Fox will be discussed with production interests there by Spyros Skouras, president, during his scheduled three weeks visit there next month, it is learned.

In addition to looking into the production arrangements, Skouras is scheduled to inspect the company's extensive theatre interests in South Africa, acquired a year ago from the Schlesinger interests there.

Skouras left here for London yesterday and after about a week there and on the Continent will go to Johannesburg.

Sugar Ray to Explain Fight Break Today

Sugar Ray Robinson will appear before the New York State Boxing Commissioner today to explain why he has decided not to fight Carmen Basilio for the middleweight title on Sept. 23, according to Robinson's attorney, Martin J. Machat.

Last week Robinson said he refused to fight unless closed circuit theatre television rights were awarded to the Teleprompter Corporation instead of to Theatre Network Television, Inc.

TNT maintains that it has a binding contract on Robinson and the International Boxing Club which grants the company television rights to the championship bout. Robinson himself, TNT claims, signed the agreement on July 31 after his attorney had given his approval to the conditions drawn up.

WB Sales Heads

(*Continued from page* 1)

jama Game," "The Helen Morgan Story," "Woman in a Dressing Gown" and "Jamboree."

The sales personnel atended screenings of "The Helen Morgan Story," "Stakeout On Dope Street" and "Woman in a Dressing Gown."

The district managers returned to their respective headquarters over the weekend.

Paramount

(*Continued from page* 1)

urer of Syndicate, notified the pre on Friday that "due to the tremendo success of the unique admission 'p as you choose' policy, the pictu would be held at least one mo week."

A Paramount official, however, sa the first two weeks business at t Crest did not warrant a continuan of the engagement and Syndicate h been notified that the distributor w terminating the booking as of the e of the initial two weeks.

Rembusch's press statement said believes "the picture may well run f eight weeks in Wabash, a town 10,000." He added that "the inna honesty of the people in paying wh they choose confirms his faith in h man nature, for there have been ve few low admissions paid."

Second Week Better, He Says

Rembusch revealed no gross figur at the Crest but his press release sa "The second week was running f ahead of the first week's business."

A Paramount official, on the oth hand, said the average admission pa at the Crest was "well below $1" f the first 10 days of the engagemen The picture was exhibited in I dianapolis, as elsewhere, for $2.

The Paramount official said t Crest's grosses, by comparison wi comparable situations where the pi ture has played elsewhere, could we have been three to four times great than they were had normal admissi price policies prevailed.

No Contract Beyond Two Weeks

He said the Syndicate had bee notified it has no contract with Par mount to play the picture beyond t two weeks just expired.

Syndicate, some months ago, file an anti-trust suit against Paramou which still is pending.

Expect Mayor to Sign

(*Continued from page* 1)

mayor will not sign the bill promptl but municipal legislative procedu requires that the measure must be o his desk five days before the mayor signature can be affixed to it.

As a result of the New York Cit theatres' successful campaign for m nicipal tax relief there is a distin possibility that outdoor amusement and other entertainment enterprise may be relieved of the tax later o Baseball, amusement park, legitimat theatre and other interests appeared the City Hall hearings and, while n opposing the theatre relief bill, aske that they be included in its provision

Their arguments failed to get the immediate relief, but city officials di agree that study would be given t their case by proper departments late

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

Motion Picture Daily Feature Reviews

The Brothers Rico

Goetz—Columbia

HOLLYWOOD, Aug. 25

"The Brothers Rico" is a full-blooded gangster picture, done in the outright, slam-bang manner of the great ones that once made the names of Bogart, Robinson and Cagney profitably synonymous, marquee-wise, with Capone, Dillinger, Touhy and Moran. Forthright William Goetz production of a straight-line screenplay by Lewis Meltzer and Ben Perry from a story by Georges Simenon, which must have been an explosive piece of reading matter indeed, "The Brothers Rico" proves in 91½ melodramatic minutes that organized crime doesn't pay off any better in the long run than any other kind, and that a right guy—and this is the departure from a pattern honored in long service to ticket-sellers—can quit the rackets and get away with it. This twist may be the one that sets this gangster picture apart from most others of recent times in point of audience approval.

Richard Conte, as Eddie Rico, enacts the racketeer who, having broken away from his gang some years before the opening of the picture to go straight, is persuaded with difficulty by his former gang boss to go looking for his brother, Johnny, with instructions to him to leave the country until a killing trouble blows over. Eddie succeeds in finding Johnny out West in California, but discovers that the gang boss' men have followed him and intend to kill Johnny to prevent him from ever divulging murder knowledge he has. Unable to prevent the killing of Johnny, Eddie starts back East under custody of a gangster who tells him his other brother, Gino, also has been slain. Eddie then breaks away from the gangster, escapes back to New York, prepares to turn his knowledge in to the District Attorney to get the gang jailed, but winds up forced to shoot it out with the gang boss and his hirelings, which he does successfully.

The Conte performance of the former gangster is first rate, as is that of Larry Gates as the gangster boss, and the other players acquit themselves adequately in stereotyped roles.

Production is by Lewis J. Rachmil and direction is by Phil Karlson.

Running time, 91½ minutes. General classification. Release not set.

W.R.W.

Domino Kid

Calhoun-Orsatti—Columbia

HOLLYWOOD, Aug. 25

Five revenge killings, and the circumstances surrounding them, are dramatized forcefully in this first picture produced by Rory Calhoun and Victor M. Orsatti independently for Columbia release. It is a Western story of the period shortly after the close of the Civil War and it showcases Calhoun advantageously in the role of a young man home from the service who finds out his father's been murdered by five land-raiders in his absence and sets out to kill all five, a situation and a determination not without precedent in the literature of the Old West. He accomplishes the first killing before the main title appears on the screen, another just before The End comes, and the other three in between.

The place in which the killings take place is called Pradera, Texas, and the townfolk have always like Cort Garand (that's Calhoun) but are a bit afraid of him now that he's known to be out to kill his father's killers whenever and wherever he can find them. The sheriff, though, is in Garand's corner, on the ground that he's only killing bandits, as he explains and so nobody interferes with him as he makes his way around, renewing acquaintanceships and resuming a romance with Kristine Miller. But he gets the idea, as the audience does likewise, that the new banking feller in town, Andrew Duggan, is the fifth member of the five-member band of land-raiders who shot his father, and is readying to shoot it out with Duggan in the main street in the standard way of the era, when he learns—by reason of a ninth-inning substitution of a pinch-killer by the writers, Kenneth Gamet and Hal Biller—that it isn't the new banking feller at all, but a fat old drifter with a full equipment of bad habits and worse aim, who's the fifth murderer. So he shoots it out with him instead.

Direction by Ray Nazarro is up to his long established standard.

Running time, 73 minutes. General classification. Release date not set.

W. R. W.

Action of the Tiger

Claridge Prods.-MGM—CinemaScope

HOLLYWOOD, Aug. 19

AGAINST ONE OF THE handsomest backgrounds a CinemaScope camera ever laid eyes on—the city of Athens, Greece, and the mountainous Spanish countryside, doubling here as Albania—America's Van Johnson and Europe's Martine Carol, Herbert Lom, Gustavo Rocco and a large number of others act out a story about an American adventurer-for-hire who takes on a bigger job than he bargains for and brings it off, narrowly. It is a long story, played out slowly, for the most part, and it contains a great deal of fighting, a generous allotment of romantic endeavour, both kinds, and some human-interest touches that lend credibility to some incidents that need the loan of it. By the time it's over an audience knows it's been exposed to a great deal of entertainment, colorful, costly, assorted and, in whole, gratifying.

The picture is a Claridge Film Production, executive producers of which organization are Joseph D. Blau and John W. Meyer, and it is directed by the well known Terrence Young from a script by Robert Carson. The script is based on the book, "Action of the Tiger," by James Wellard, as adapted by Peter Myers. Production is credited to Kenneth Harper.

The story opens in Athens, where Johnson, money-conscious American owner of a commodious power boat is approached by a money-laden blonde who wants him to smuggle her into Iron Curtained Albania for whatever price he cares to name. He doesn't want the job but finds himself stuck with it when forced to flee the port, in his boat, to save a sailor of his from arrest for brawling.

Finding the girl already aboard the boat, he has to settle for taking her along to his secret destination on the Albanian coast, where he's in the habit of picking up Greek orphans to get them away from Communist domination.

The girl wants to rescue her brother, a Western diplomat who has been playing both sides.

There follows a series of narrow escapes from capture, several small fights, two great big ones, two or three surprise twists in the story line, several photographic explorations of Miss Carol's upper anatomy by Cinematographer Cecil Cooney, and a happy ending for all the good people in consequence of a lethally unhappy ending for all the bad people.

The story is of the kind that can be expected to break out into song-and-dance, in the Friml manner, and in fact it does so, at one point, but in the main it's dead earnest.

Running time, 94 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

As Long As They're Happy

Rank Film Distributors of America

HARTFORD, Aug. 25

The redoubtable Jack Buchanan, whose ability to project wistful humor into the flimsiest of screenplay approaches needs no recounting here, has the top role in this latest attraction under the Rank banner. His followers on this side of the Atlantic are in for a treat—he grimaces, struts, leers and provokes casual chaos with the best in the field.

The time is now, the setting a suburban British household. Businessman Buchanan's placid outlook is shattered by sudden knowledge that his two married daughters (Jean Carson and Susan Stephen) are moving home with their errant mates in tow—Nigel Green, penniless Parisian artist, and Hugh McDermott, Texas cowhand.

And, to toss fast-moving matters off, his youngest offspring, Janette Scott, brings as house guest, a visiting American singer, Jerry Wayne. Miss Scott, it's learned, has blissfully informed Wayne that her dad's one of the biggest of the big film magnates, and Wayne, in normal manner of human anticipation, tags dutifully along.

For selling purposes, Diana Dors plays a guest role as a showgirl with an appreciative eye on Buchanan after the latter gentleman starts to cope with the herculean task of graciously bidding the crooner goodbye and getting his family back on an even keel.

Jean Carson has been featured on television, notably in her own series, "Hey, Jeannie!" Too, the Scots lass has appeared in home-screen spectaculars, and on the London stage. Jerry Wayne has previously worked for the "Hit Parade" radio show and elsewhere in the entertainment field.

Earl St. John served as executive producer for The Rank Organization, with J. Lee-Thompson directing from an Alan Melville screenplay, based on a Vernon Sylvaine play. Songs by Hollywood's Sam Coslow include "Crazy Little Mixed Up Heart" and "A Quiet Little Rendezvous."

Running time, 74 minutes. General classification. For August release.

A. M. W.

Jacksonville Gets Censorship Proposal

JACKSONVILLE, Fla., Aug. 25—A proposal drawn up by local citizens to create a censorship board with powers to ban immoral and obscene motion pictures was referred to the council's law and rules committee for study. In the opinion of William M. Madison, city attorney, state laws govern movie censorship and no council ordinance could supersede them. A. A. Moneyhan, a representative of the citizen's committee, urged councilmen and local officials to prevent the local showing of "Island in the Sun."

"A New Star Can Mean $200 Millions."

—Robert J. O'Donnell, Vice-President and General Manager of Interstate Theatres, Texas

"Young stars create a greater interest in movies."

—Leonard Goldenson, President AB-PT



"We Must Develop New Talent."

—Ben Marcus, President, Allied Theatre Owners of Wisconsin

"Why don't the film companies start bringing more youthful faces into the pictures?"

—P. H. Bontsema, Orpheum Amusement Company, Indiana

"New faces are good for production, good for exhibition and build the future of the industry."

—S. H. Fabian, President, Stanley Warner Corporation

"New Personalities Mean So Much At The Boxoffice."

—Elmer Rhoden, President, National Theatres



"The Future Of Our Business Depends On New Personalities."

Sol Schwartz, President, RKO Theatres

Lift up for a big industry uplift!





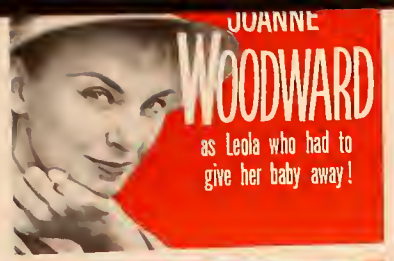




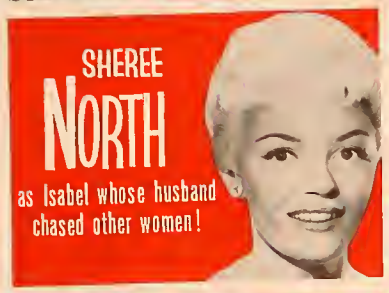


20TH HAS THE ANSWER TO EVERY EXHIBITOR'S PRAYER!

Turn here...for your golden opportunity!



JOANNE
WOODWARD
as Leola who had to give her baby away!



SHEREE
NORTH
as Isabel whose husband chased other women!



TONY
RANDALL
as Jerry who gave his wife more than he could afford!



JEFFREY
HUNTER
as David who forgave the unforgivable!



CAMERON
MITCHELL
as Troy who coveted his neighbor's wife!



PATRICIA
OWENS
as Jean who was attacked in the night!



BARBARA
RUSH
as Betty who wouldn't let marriage fail!



PAT
HINGLE
as Herman who learned about God!

All these important new stars of tomorrow in an outstanding motion picture of today's young marrieds!

"Over the past few years 20th Century-Fox has been taking the lead in introducing new talent.

"Some of these new personalities, whom you have already seen and will see again in our pictures, are among the most important stars on the screen today. They include Harry Belafonte, Pat Boone, Joan Collins, Dorothy Dandridge, Richard Egan, Sophia Loren, Jayne Mansfield, Terry Moore, Don Murray, Debra Paget, Elvis Presley, Robert Wagner, Dana Wynter and the eight brilliant young performers whose faces appear on this page.

"We are very happy to have brought you such discoveries, and at this very moment our talent scouts are traveling all over the world to find other exciting young people who will be our potential stars of the future.

"At the 20th Century-Fox talent school these promising young people will be given every opportunity to fulfill themselves and to answer the demands of exhibitors and audiences for the stars of tomorrow."

BUDDY ADLER

all brought to you in a story which is life-real and emotion-raw by



Producer JERRY WALD
the post-master of box-office pictures which cause talk and create excitement . . . the way he made JOHNNY BEERDOA, MILDRED PIERCE, THE EDDY DUCHIN STORY, AN AFFAIR TO REMEMBER . . . Candidly, fearlessly, smashingly!



Director MARTIN RITT
a vital and explosive fresh new talent from Broadway who comes to the very forefront of the directorial profession with a style that is unflinching, searching, honest and compassionate . . . to give this picture a bold new look in motion pictures!

Hits the screen day-and-date with the sensational best-seller by John McPartland!



20th brings to the screen for the first time the explosive story which looks inside young married America!

NO DOWN PAYMENT

FROM 20th CENTURY-FOX IN
CINEMASCOPE
AVAILABLE WITH STEREOPHONIC SOUND

PRODUCED BY
JERRY WALD

DIRECTED BY
MARTIN RITT

SCREENPLAY BY
PHILIP YORDAN



"A New Star Can Mean $200 Millions."

– Robert J. O'Donnell, Vice-President and General Manager of Interstate Theatres, Texas

"Young stars create a greater interest in movies."



— Leonard Goldenson, President AB-PT

"We Must Develop New Talent."

— Ben Marcus, President, Allied Theatre Owners of Wisconsin

"Why don't the film companies start bringing more youthful faces into the pictures?"

— P. H. Bontsema, Orpheum Amusement Company, Indiana

"New faces are good for production, good for exhibition and build the future of the industry."

— S. H. Fabian, President, Stanley Warner Corporation

"New Personalities Mean So Much At The Boxoffice."

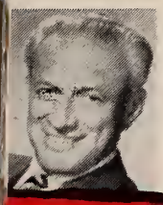


— Elmer Rhoden, President, National Theatres

"The Future Of Our Business Depends On New Personalities."

Sol Schwartz, President, RKO Theatres

Lift up for a big industry uplift!











20TH HAS THE ANSWER TO EVERY EXHIBITOR'S PRAYER!

Turn here...for your golden opportunity!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	RANK F.D.A.	REPUBLIC	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
JULY	LOVE IN THE AFTERNOON Gary Cooper, Audrey Hepburn—125 min. (Rev. 6/3/57) OAUGHTER DF OR. JEKYLL John Agar, Gloria Talbott OINO Sal Mineo, Susan Kohner — 96 min. (Rev. 6/19/57) CYCLOPS James Craig, Tom Orake—75 min.	FIRE OOWN BELOW (CS, color) Rita Hayworth, Robert Mitchum — 116 min. (Rev. 5/29/57) THE 27TH DAY Gene Barry, Valerie French — 75 min. (Rev. 5/27/57) TWENTY MILLION MILES TO EARTH William Hopper — 82 min (Rev. 6/18/57)	MAN ON FIRE Bing Crosby, Inger Stevens — 95 min. (Rev. 6/4/57) SILK STOCKINGS (CS, color) Fred Astaire, Cyd Charisse—117 min. (Rev. 5/20/57)	BEAU JAMES (VV, color) Bob Hope, Paul Douglas — 105 min. (Rev. 6/7/57) THE OELICATE DELINQUENT (VV) Jerry Lewis, Martha Hyer — 100 min. (Rev. 5/31/57) LOVING YOU (VV, color) Elvis Presley, Lizabeth Scott—101 min. (Rev. 7/3/57)	VALUE FOR MONEY (VV, color) John Gregson, Diana Dors—93 min. (Rev. 6/17/57) TRIPLE DECEPTION (VV, color) Michael Craig, Julia Arnall — 85 min. (Rev. 6/17/57) THE BLACK TENT (VV, color) Anthony Steel, Donald Sinden—93 min. (Rev. 7/8/57) THE THIRD KEY Jack Hawkins, John Stratton — 96 min. (Rev. 6/17/57)	LAST STAGECOACH WEST (N) Jim Davis, Mary Castle	AN AFFAIR TO REMEMBER (CS, color) Cary Grant, Deborah Kerr — 114 min. (Rev. 7/12/57) GOD IS MY PARTNER Walter Brennan — 80 min (Rev. 7/9/57) THE ABDUCTORS Victor McLaglen, Fay Spain—80 min. (Rev. 5/28/57) BERNARDINE (CS color) Pat Boone, Janet Gaynor — 95 min. (Rev. 6/21/57)	THE PRIDE AND THE PASSION (VV, color) Cary Grant, Frank Sinatra — 131 min. (Rev. 6/26/56) HIDDEN FEAR John Payne, Conrad Nagel — 83 min. (Rev. 7/10/57) BDP GIRL GOES CALYPSO Judy Tyler — 80 min. (Rev. 7/22/57) BUCKSKIN LADY Particia Medina—66 min (Rev. 7/3/57) OUTLAW'S SON Dane Clark—88 min. (Rev. 7/8/57)	TAMMY AND THE BACHELOR (CS, color) Debby Reynolds, Leslie Nielsen — 89 min. (Rev. 5/21/57) JOE BUTTERFLY (CS, color) Audie Murphy, George Nader—90 min. (Rev. 4/24/57)	THE PRINCE AND THE SHOWGIRL (color) Marilyn Monroe, Laurence Olivier—116 min. (Rev. 5/15/57) THE CURSE OF FRANKENSTEIN (color) Peter Cushing, Hazel Court — 83 min. (Rev. 6/20/57)
AUGUST	FROM HELL IT CAME Tod Andrews, Tina Carver THE OISEM-BOOIED Paul Burke, Allison Hayes OEATH IN SMALL DOSES Peter Graves, Mala Powers PORTLAND EXPOSE Edward Binns, Carolyn Craig — 73 min. (Rev. 8/14/57)	JEANNE EAGELS Kim Novak, Jeff Chandler — 114 min. (Rev. 7/19/57) THE YOUNG DON'T CRY Sal Mineo, James Whitmore — 89 min. (Rev. 8/6/57) NO TIME TO BE YOUNG Robert Vaughn, Roger Smith—81 min. (Rev. 8/6/57) PICKUP ALLEY (CS) Victol Mature, Anita Ekberg — 91 min. (Rev. 8/9/57) TOWN ON TRIAL John Mills, Charles Coburn — 96 min. (Rev. 7/8/57)	TIP ON A OEAD JOCKEY (CS) Robert Taylor, Dorothy Malone GUN GLORY (CS, color) Stewart Granger, Rhonda Fleming—80 min. (Rev. 7/22/57) OECISION AGAINST TIME Jack Hawkins, Elizabeth Sellars — 87 min. (Rev. 7/8/57)	OMAR KHAYYAM (VV, color) Cornel Wilde, Michael Rennie—101 min. (Rev. 8/6/57)	A TOWN LIKE ALICE Virginia McKenna, Peter Finch—107 min. (Rev. 7/18/57) THE GENTLE TOUCH (color) George Baker, Belinda Lee — 86 min. (Rev. 8/13/57) AS LONG AS THEY'RE HAPPY (color) Jack Buchanan, Janette Scott	TAMING SUTTON'S GAL (N) John Lupton, Gloria Talbott OPERATION CONSPIRACY Philip Frend, Leslie Dwyer	WILL SUCCESS SPOIL ROCK HUNTER? (CS, color) Jayne Mansfield, Tony Randall — 95 min. (Rev. 7/30/57) THE SEA WIFE (CS, color) Joan Collins, Richard Burton—82 min. (Rev. 8/12/57) FORTY GUNS (CS) Barbara Stanwyck, Barry Sullivan HELL ON DEVIL'S ISLAND Helmut Dantine — 74 min. (Rev. 8/14/57) A HATFUL OF RAIN (CS) Eva Marie Saint, Don Murray — 109 min. (Rev. 6/18/57)	THE MONTE CARLO STORY (Technirama) Marlene Dietrich, Vittoria de Sica—99 min. (Rev. 6/21/57) THE FUZZY PINK NIGHTGOWN Jane Russell — 87 min. (Rev. 8/6/57) VALERIE Anita Ekberg, Sterling Hayden JUNGLE HEAT Lex Barker MY GUN IS QUICK Robert Bray — 88 min. (Rev. 8/6/57) LADY OF VENGEANCE Dennis O'Keefe—73 min. (Rev. 8/12/57)	NIGHT PASSAGE (Technirama) James Stewart, Audie Murphy—90 min. (Rev. 5/14/57) THE MIONIGHT STORY (CS) Tony Curtis, Marisa Pavan—89 min. (Rev. 6/11/57) THE LAND UNKNOWN (CS) Jock Mahoney, Shawn Smith—78 min. (Rev. 6/21/57)	BAND OF ANGELS (color) Clark Gable, Yvonne de Carlo — 127 min. (Rev. 7/10/57) RISING OF THE MOON Abbey Theatre Players — 81 min. (Rev. 7/9/57) THE JAMES DEAN STORY — 82 min. (Rev. 7/30/57) THE PAJAMA GAME (color) Doris Day, John Raitt — 101 min. (Rev. 8/7/57)
SEPTEMBER	MAN FROM MONTEREY Sterling Hayden, Pamela Duncan TEENAGE DOLL June Kenney, John Brinkley CRIME BENEATH THE SEA Mara Corday, Pat Conway NAKED IN THE SUN (color) James Craig, Lita Milan	3:10 TO YUMA Glenn Ford, Van Heflin — 92 min. (Rev. 8/8/57) THE BROTHERS RICO Richard Conte, Diana Foster THE PARSON AND THE OUTLAW Anthony Dexter, Buddy Rogers	HOUSE OF NUMBERS (CS) Jack Palance, Barbara Lang—92 min. (Rev. 6/26/57) HIRED GUN (CS) Rory Calhoun, Anne Francis	STOWAWAY GIRL Elsa Martinelli, Trevor Howard SHORT CUT TO HELL (VV) Robert Ivers, Julie Bishop MR. ROCK 'N' ROLL Alan Freed, Rocky Graziano	PURSUIT OF THE GRAF SPEE (VV, color) John Gregson, Anthony Quayle SPANISH GARDENER (VV, color) Dirk Bogarde, Jon Whiteley AN ALLIGATOR NAMED DAISY (VV, color) Donald Sinden, Diana Dors JACQUELINE John Gregson, Kathleen Ryan	HELL CANYON'S OUTLAWS Dale Robertson, Brian Keith THE WAYWARD GIRL Marcia Henderson, Peter Walker	THE SUN ALSO RISES (CS, color) Tyrone Power, Ava Gardner THE DEERSLAYER (CS, color) Lex Barker, Rita Moreno NO DOWN PAYMENT (CS) Joanne Woodward, Tony Randall COPPER SKY Jeff Morrow, Coleen Gray MOTHER WAS A STRIPPER Virginia Field, Les Brown	ENEMY FROM SPACE Brian Donlevy, Sidney James CHICAGO CONFIDENTIAL Brian Keith, Beverly Garland GUNSIGHT RIDGE Joel McCrea, Mark Stevens	INTERLUDE (CS, color) June Allyson, Rossano Brazzi — 90 min. (Rev. 6/25/57) JET PILOT (color) John Wayne, Janet Leigh JOE DAKOTA (color) Jock Mahoney, Luana Patten — 79 min. (Rev. 6/17/57) RUN OF THE ARROW (color) Rod Steiger, Sarita Montiel—85 min. (Rev. 6/5/57) THAT NIGHT John Beal — 88 min. (Rev. 7/24/57)	BLACK PATCH George Montgomery JOHNNY TROUBLE Ethel Barrymore, Cecil Kellaway

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Todd's Talk

(*Continued from page* 1)

ret, scene of the discussions, United Artists executives William Heineman, James Velde, Al Fitter, and Milton Cohen talked with exhibitors about terms.

Exhibitors who took Todd's picture from United Artists may use their own variable anamorphic lenses, or buy them. Todd told his guests he'd spent 80,000 developing lenses showmen could buy at $2,800 only to discover the variables were just as effective, many exhibitors had them, and could buy them at $600 per pair. This was one of his "mistakes," Todd said.

Used 90-Foot Throw

Todd's demonstration of example Thursday at the Paramount Theatre here was from a sound proofed Transvite booth on the main floor 90 feet from the screen, using National "Excelite-135" lamps supplied by a National selenium rectifier.

A.A.P. Meeting

(*Continued from page* 1)

ed president of Associated Artists Productions Corp., the parent company, will attend, along with Kenneth Hyman, executive vice - president; Frederick Hyman, assistant treasurer; Herbert Richek, director of services; Paul Kwartin, director of merchandising, and Jay Smolin, director of advertising and promotion.

MPAA's Ad-Pub Unit Meets Here Thursday

The Advertising and Publicity Directors Committee of the Motion Picture Association of America will hold a meeting at the Harvard Club Thursday at 12:30 P.M. Topics slated for discussion include the business-building programs, Golden Jubilee tours and East-West Coast celebrations. The committee will hear a report on 38 suggested ideas for building business.

At The Shore....

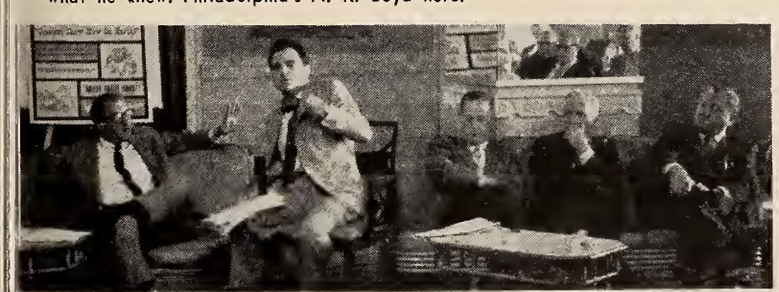
. . . with Mike Todd and his (35 mm) road company.



ACTION by Todd, at the table he insisted wasn't a dais, but which sat such interesting persons as Henry S. Woodbridge, president of Todd-AO (invited, but not to speak); William Heineman, UA general sales manager (he brought the gross figures); Michael Todd, Jr. (his father said he's even tougher); Jack Dietz (producer, and an old friend); and I. Rappaport ("an argumentative customer," a friend).



THAT MEMORY: Todd introduced each guest, knew many, and told some of what he knew. Philadelphia's A. R. Boyd here.



THE CRITIC. Todd let Bill Beck of Jacksonville have his say, and then had *his* say. It ran for two hours.

(A report by Floyd Stone)

Television Today

IN OUR VIEW

THE energetic, articulate and personable young Bob Sarnoff, president of the National Broadcasting Company, some while ago commenced supplying the Television news desks of the city with more or less weekly observations concerning the media in which he is so deeply—and successfully—engaged. They make good sense, and particularly apt was the "edition" which reached this desk for the week just past.

In that, Mr. Sarnoff says he is repeating a guest column he wrote for the *New York Herald Tribune* recently. The repetition, he says, he feels is justified because he received an encouraging reaction to it from "a prominent American business man." In the column referred to, Mr. Sarnoff takes issue basically with those who, for divers specific reasons, would conduct television differently from the manner in which it has grown. His main point is that these folks who want to do things differently have one thing in common, they fail to understand the long-range ramifications of some of the changes they urge so vehemently.

•

Mr. Sarnoff attacks the point of view of those who advocate pay television on the ground that it will provide better programs than commercial television. Mr. Sarnoff keenly suggests the program quality argument is much too narrow to encompass properly the significance of the pay vs. free television controversy. He would broaden the scope of the discussion far beyond mere programming into the basic and far reaching realm of what would likely happen to television if the advertising impetus, the commercial stimulus, the sales *raison d'etre* if you will, were eliminated. Then Mr. Sarnoff settles down with a whole lapfull of statistics to make his point with telling effect.

He cites the fact that in the single decade of television's current phase of development, so to speak, television advertising income has rushed forward, past the $1,300,000,000 mark. The gross national product during that 10-year span has moved upward likewise at a fantastic rate of growth, and Mr. Sarnoff makes bold, and with good reason, to insist that there is a vital relation between that national product growth and television's substantial advertising revenue gain.

•

The vital stimulant which he sees television as having imparted to advertising *per se*, he sees proved by the enormous rise in that same period in the amounts spent for advertising in newspapers and in various other media.

SAG, Hayden

(*Continued from page* 1)

lective bargaining contract with Russel Hayden Productions covering the production of 39 half-hour television programs for the series, "26 Men."

American Broadcasting Co., which is syndicating, has undertaken to guarantee payment of residuals to actors.

It is a most interesting concept and one meriting the careful attention of all the self-appointed critics of television and its place in the economic and cultural scene today.

—Charles S. Aaronson

IT'S A HIT!
in Atlanta



BUT...will it be a hit in your house?

It went over big in Atlanta... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

The slogan for Warners' upcoming Branch Managers' Drive is *"Watch Warners put the gold in the industry's Golden Jubilee."*

This slogan is for real. Our Drive begins with "THE PAJAMA GAME" at Radio City Music Hall and across the nation as the No. 1 Labor Day attraction.

Watch the gold pour in.



AND A BIG P.S.

We just saw the rough-cut of MARLON BRANDO *in "SAYONARA" and so did Russell Downing, Ed Hyman, Harry Kalmine, Samuel Rosen and Sol Schwartz. Ask them what they think and they'll tell you it's a guaranteed gold-mine.*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 40 NEW YORK, U.S.A., TUESDAY, AUGUST 27, 1957 TEN CENTS

COURT DECIDES FOR VOGEL IN LOEW'S CASE

All Actions of 'Rump' Board Meet Held Invalid

Calls for Union Of Production, Exhibition

Special to THE DAILY

LOS ANGELES, Aug. 26. — A union of production and exhibition is required to assure theatres of a continuous flow of product throughout an entire year and to save exhibition from becoming a part-time enterprise operating, perhaps, only 40 weeks a year, Frank H. Ricketson, Jr., vice-president of National Theatres, asserts.



F. H. Ricketson, Jr

Writing in the current issue of the

(*Continued on page 7*)

Para. Gets Stay Against 'Ten' Admission Plan

Special to THE DAILY

INDIANAPOLIS, Aug. 26 — Temporary injunction against showing of "The Ten Commandments" by Syndicate Theatres, Inc., at the Crest Theatre in Wabash, Ind., was granted attorneys for Paramount by Judge William E. Steckler in Federal Court here today. A plea for a permanent restraining order will be heard by Federal Judge Gale J.

(*Continued on page 9*)

Television Today

Page 7

Loew's Victory Is Complete: Nizer

Louis Nizer, special counsel for Loew's, described the decision as a "complete" victory yesterday.

His statement follows:

"The court has upheld Loew's position in every detail. The victory is the stockholders'. The court has declared Louis B. Mayer and Sam Bris-

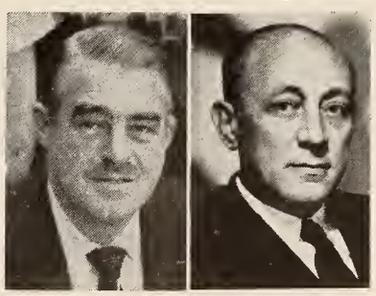
(*Continued on page 8*)

Mayer and Briskin Elections Voided; Order to Cancel Sept. 12 Meet Annulled; A 'Complete Vogel Victory' Is Seen

Special to THE DAILY

WILMINGTON, Del., Aug. 26—The election of Louis B. Mayer and Sam Briskin to the Loew's, Inc., board of directors at a meeting of five Joseph Tomlinson directors July 30 was declared invalid yesterday in a decision handed down by Chancellor Collins J. Seitz. At the same time the Chancellor refused to grant the Tomlinson attorney's plea for an injunction to prohibit the convening of the special meeting of Loew's stockholders called for September 12 by Joseph R. Vogel, president.

All the acts of the "rump" direc-



Joseph Tomlinson Joseph R. Vogel

tors meeting — an order limiting Vogel's corporation expenditures to $25,000, another demanding that the Sept. 12 meeting be called off, and suspending the action of the executive committee—were declared invalid and ineffectual and they were restrained from implementing them.

The Sept. 12 meeting will be asked to approve Vogel's proposals

(*Continued on page 8*)

EDITORIAL

The Loew's Issues Are Clear

By Sherwin Kane

WITH THE basic legal hurdles cleared, permitting the uncontested holding of a special meeting of Loew's stockholders on Sept. 12, the company's owners are free to decide the struggle for control by choosing between Joseph R. Vogel's management and Joseph M. Tomlinson's insurgent group.

The very fact that from the outset it was Vogel's wish to have the stockholder owners of the company decide its fate at a meeting specially called by him, and that this natural and wholly proper procedure was bitterly opposed by Tomlinson to the last, should in itself give Vogel a big advantage at the meeting.

Moreover, Tomlinson has been so busy trying to use the courts to stave off the meeting of stockholders that little has been done by his forces in the way of solicitation of proxies to be voted in his behalf. Not so with the Vogel camp.

Apart from those factors, it would seem that after an examination of the positions and statements of both sides that every Loew's stockholder who has the best interests of the company at heart, or the slightest interest in the welfare of the industry at home and abroad, must decide and vote for Vogel, strictly on the merits.

•

The time has come for the Loew's stockholder, no longer diverted by legal antics, to decide what Tomlinson stands for. His program if he has one, never has been enunciated. What he proposes to do if he succeeds in gaining control of the company remains a mystery, despite the fact that his machinations have been under way for 10 months.

In that period there has been nothing from his camp but obstruction, harassment and opposition.

Only from the legal documents he has filed in recent weeks is any suggestion of Tomlinson's thinking to be obtained.

He says he opposes the convening of a special meeting of stockholders because it would cost them $1 million.

There has been no indication that he is similarly concerned over

(*Continued on page 9*)

Set Plans to Launch Jubilee Fete Here

Preliminary plans for a two-day celebration in New York of the Hollywood Golden Jubilee on Thursday and Friday, Nov. 7 and 8, including a welcome at City Hall by Mayor Wagner, a civic luncheon, and a reception by Governor Harriman, were discussed at a meeting here yesterday by the local Jubilee committee. The meeting was

(*Continued on page 9*)

PERSONAL MENTION

ABE GOODMAN, 20th Century-Fox national advertising director, will leave New York today for Kansas City, where tomorrow he will address the convention of Fox Midwest Amusement Corp.

•

KENNETH WINCKLES, joint assistant managing director of the J. Arthur Rank Organization, arrived here yesterday from London via B.O.A.C.

•

ALFRED H. TAMARIN, United Artists assistant national director of advertising-publicity, will return to New York today from Paris.

•

MARTIN DAVIS, Allied Artists Eastern advertising-publicity director, left New York last night for Montreal.

•

JESSE CHINICH, Buena Vista Western division manager, and JIM O'GARA, Eastern divisional head, have left New York for the Disney Burbank studios.

•

MITCHELL RAWSON, of the M-G-M publicity department, has left here for a vacation in upstate New York. MARVIN LEVY, of the TV publicity division, has returned from his holiday.

•

MUNIO PODHORZER, president of Casino Film Exchange, has returned to New York from Europe.

•

MRS. PAUL JACOBSON, daughter of S. H. FABIAN, president of Stanley Warner Corp., has given birth to a daughter here at French Hospital. JACOBSON is an executive of NBC.

•

COMMDR. ATTILIO GETTI, producer, returned to Europe from New York yesterday via B.O.A.C.

•

GEORGE JESSEL left here yesterday for Israel.

•

MRS. ARNOLD BURK, whose husband is a member of the United Artists legal staff, gave birth to a son last week at Woman's Hospital here.

New RKO-Brown Deal

Shooting is now underway in New York on "Woman Without Shadow," the first of three pictures to be produced by Hi Brown for RKO Radio under a new contract. Brown has already made two films for RKO, "That Night!" and "The Violators."

Manhattan Schist Plagues Music Hall

Russell V. Downing, managing director of the Radio City Music Hall, has an extra furrow in his brow these days. It's due to Manhattan schist.

Manhattan schist "cleaves easily" and "is a metamorphic crystalling rock having closely foliated structures," according to the dictionary.

Ordinarily it stays put, but at present half a hundred pneumatic drills, dynamiters and truck drivers are moving it out of a hole across Sixth Avenue from the Music Hall. The dust covers Fiftieth Street from in back of the Roxy Theatre halfway to Fifth Avenue. A half dozen sweepers with bamboo bristle brooms try to clean it up all day, but without results.

There are thousands of footprints in it, more thousands of footprints on the rubber mats leading into the Music Hall lobby, and quite a few on the specially woven luxurious carpet.

Levin Heads Rosen Honor Night Group

Jack H. Levin, president of Certified Reports and past president of New York's Cinema Lodge of B'nai B'rith, has been appointed chairman of the Lodge's Sam Rosen Honor Night to be held at the Hotel Sheraton Astor Wednesday, Oct. 2, it was announced yesterday by Robert K. Shapiro, president.

Industry leaders and civic officials are expected to join B'nai B'rith and Cinema Lodge members and their guests at the function. Levin is expected to announce a working committee shortly.

Halpern Returning Here For New Post with UA

Ben Halpern, European publicity manager in Paris for United Artists for the past 20 months, will return to the United States for a new assignment in the company's domestic publicity operation, Max E. Youngstein, vice-president, announced yesterday. Halpern, who has been associated with UA's foreign publicity department five years, will assume his new post early in October, and the Paris replacement will be announced shortly.

Einfeld on MDAA

Charles Einfeld, vice-president of 20th Century-Fox, has been named chairman of the Motion Picture Division of Muscular Dystrophy Associations of America, Inc. He will organize support among individuals and firms in the film industry for the 1957 MDAA campaign for funds.

Pay Television Is Hit By 3 More Senators

From THE DAILY Bureau

WASHINGTON, Aug. 26 — Pay television would ruin the film industry, Sen. Spessard L. Holland (D., Fla.) told the Senate following an anti-pay-TV speech on Friday by Sen. Charles E. Potter (R., Mich.).

Sen. Frank J. Lausche (D., Ohio) and Sen. Strom Thurmond (D., S.C.) also added their opposition to the pay system.

Holland said, "I hope the Federal Communications Commission will not even seriously consider permitting such a revolution, which I think will be very hurtful to the motion picture industry, as well as to the people in general in many areas, because of the drying up of sources of communication to many people, by preempting, for private development, some of the few and highly valuable channels which are available for television."

Points to Precedent

Holland noted that twice in recent years Congress has provided special tax relief to help the film industry survive. The installation of subscription television would undo these efforts, he said, and "it would practically assure the destruction of most of the motion picture industry."

Lausche added that pay-TV would take over the programs now on free television and would secure a monopoly.

Thurmond noted that he has introduced a bill to prohibit pay-TV.

Potter promised that he would do everything in his power to make sure that the Senate Commerce Committee will hold hearings on the bill next January. Potter, Lausche and Thurmond are all members of the committee.

Warner Sales Meeting In Philadelphia Today

Special to THE DAILY

PHILADELPHIA, Aug. 26.—A two-day sales conference of Warner Bros.' Eastern and Central district and branch managers will be held at the Warwick Hotel here beginning tomorrow, with Jules Lapidus, the company's Eastern and Canadian division sales manager, presiding. The meeting follows the recent home office sales conferences, at which general sales manager Roy Haines outlined the company's product plans. District meetings also will be held in Chicago, Dallas, Denver and Toronto.

Home office executives attending include Haines; Norman H. Moray, short subjects sales manager; Larry Leshansky, supervisor of exchanges; Robert A. McGuire, auditor of exchanges, and Harold Rosner, of the contract department.

Ask 'Eve' Exhibitors Observe Seating Rule

An agreement not to seat person during the climactic end of "The Three Faces of Eve" will made a condition of sale by 2 Century-Fox in the distribution the picture, general sales mana Alex Harrison has announced. also stated that exhibitors will asked to prominently feature start times in all their advertising and front of their theatre.

Forman Renamed Hea Of Oregon Exhibitors

Special to THE DAILY

PORTLAND, Ore., Aug. 26. — the special mid-summer meeting of Oregon branch of National Thea Operators Association, Al Forman, Portland, was re-elected president the Oregon branch for a second ter The group also gave a hearty welco to Lawrence J. McGinley, forme manager of Universal Pictures, Seatt and now manager of the Distribut Corporation of America for Washi ton, Oregon, northern Idaho and Al ka. He was the speaker of the day.

Also in attendance were represen tives of the press, financial, city a county officials and labor. Represe ing Ernest Stellings, president of t National Theatre Operators Assoc tion was George Roscoe of New Yo City. Portland exhibitor Art Adams was the representative of the natio exhibitor association.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
FRED ASTAIRE · CYD CHARISSE
In "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE · PETER LORRE
An MGM Picture In CinemaScope And METROCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thea J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.



MISTER ROCK AND ROLL

S THE BIGGEST OF 'EM ALL!

BIGGEST NAME IN ROCK 'N' ROLL – Alan Freed himself!
BIGGEST STORY OF ROCK 'N' ROLL – told by the man who started it all!
BIGGEST ROCK 'N' ROLL STARS known across the land!
BIGGEST SHOW that ever rocked to music's most sensational beat!
BIGGEST TIMELY RAGE ever to roll money into the boxoffice!

OOK IT RIGHT NOW! CALL PARAMOUNT!

ISTER ROCK AND ROLL" starring **ALAN FREED** • co-starring Rocky Graziano • Teddy Randazzo • Lois O'Brien and Lionel Hampton and his Band rankie Lymon and The Teenagers • Chuck Berry • La Vern Baker • Clyde McPhatter • Brook Benton • Little Richard • Ferlin Husky • The Moonglows haye Cogan • Produced by Ralph Serpe and Howard B. Kreitsek • Directed by Charles Dubin • Written by James Blumgarten • A Paramount Release

PEOPLE

Nat Goldblatt has been named assistant manager of Columbia Pictures' sales accounting department. He will serve under Joseph Freiberg, department manager.

□

Albert B. Taylor, executive in charge of commitments at the RKO Radio studio, will leave the company on Oct. 1.

□

Sam McCook, office manager for M-G-M in Atlanta, has resigned and has been succeeded by Jim Corbett of the booking department.

□

George Blenderman, head booker at the 20th Century-Fox New York exchange, who is retiring after 38 years with the company, was honored at a testimonial dinner here at the Famous Kitchen. Abe Dickstein, Atlantic district manager, and Alex Arnswalder, New York branch manager, headed the group paying tribute.

□

Jerry Seidler, formerly a member of the advertising staff of the Philadelphia "Daily News," has taken his first post in the industry, as manager of the first-run, independent Arcadia Theatre.

□

Ralph Caruso has succeeded the late Nartin D. Bohm as assistant to Ted Harris, managing director of the State Theatre, Hartford.

□

A. Dexter Johnson has been named advertising manager of Eastman Kodak Co., and Edwin L. Graudel has been appointed assistant advertising manager. Johnson formerly was acting general manager of Kodak's Pacific northern sales division in San Francisco.

S. F. Labor Council Reverses; OK's Pay-TV

Special to THE DAILY

SAN FRANCISCO, Aug. 26.—The San Franeisco Labor Council partially reversed a previous stand at a heated meeting at the weekend and approved pay-TV with several restrictions.

A resolution submitted by the executive committee and accepted by delegates declared that much information has to be obtained for a clearer picture of the situation. For that reason, the Council asked:

Full hearings before San Francisco grants pay-TV franchises.

Franchises should be of short term, should not be exclusive, and should not attempt to regulate program content or fees charged customers.

Pay-TV should not be allowed to carry paid advertising.

The city should not charge for any franchise granted pay-TV.

REVIEW:

Quantez

Universal-International—CinemaScope

PUT FIVE hotly pursued robbery suspects in a completely deserted Southwestern town. Mix the incongruous personalities well, and sprinkle the surrounding territory liberally with hostile Indian tribes. And there you have Universal-International's ingredients for their newest Western drama which packs plenty of tension and intrigue.

With Fred MacMurray and Dorothy Malone in leading roles "Quantez" looks certain to be quick on the box office draws.

Caught in this "western sandwich" is gang leader John Larch, a psychopathic killer, who is bent on getting across the Mexican border with his girl, Miss Malone. Tempers begin to flare all over the place when Larch, for little apparent reason, begins to bully the girl. It takes a man like MacMurray to keep the pot from boiling over. He keeps stepping in at just the right times to maintain law and order among the thieves.

In the story, the five fugitives, who have staged a robbery and killing, come upon Quantez, a town which is unaccountably deserted. It looks like a fine hiding place for the group, the leader decides, so they decide to hole up there until their horses are rested. Tension creeps in when the outlaws try to determine why the town has been abandoned and begin to suspect they are in some sort of a trap.

When MacMurray and John Gavin find themselves falling in love with Miss Malone, things start getting a bit sticky. As if this were not enough for Larch to contend with, he then finds one of his men, Sydney Chaplin, mysteriously slipping off into the hills. Miss Malone is fine as the wayward young lady and MacMurray performs equally well as the notorious John Coventry. "Quantez" lends itself beautifully to Cinemascope, which affords director Harry Keller plenty of room for the chase sequences. The R. Wright Campbell screenplay was filmed in Eastman color, and the entire production was under the aegis of Gordon Kay.

Running time, 80 minutes. General classification. Release, in October.

NORMAN MORRIS

WGA-W Moving Against 'Speculative Writing'

From THE DAILY Bureau

HOLLYWOOD, Aug. 26.—Writers Guild of America, West, has announced it is calling a meeting of the Television Producer-Writers Cooperative Committee to deal with the speculative writing problem, which has come to the fore recently in connection with invitations to writers to witness screenings of pilot films and subsequently submit ideas or stories suitable for a series.

Guild rules prohibit speculative writing except under certain stringent regulatory conditions which, the Guild says, do not prevail in the instances complained of.

The Guild also confirmed a locally published report that it is in negotiation with the ABC-TV network in connection with a projected hour - long show which would be written by outstanding writers in all Guild branches. Negotiations contemplate a late 1958 starting date.

Fire in Florence

FLORENCE, Ala., Aug. 26.—Fire broke out in the ceiling of the downtown Princess Theatre here, causing damage estimated at between $5,000 and $10,000. The blaze was attributed to defective motor in a ceiling exhaust fan.

Parker to Produce Feature in Japan

Early next year independent producer Steve Parker will begin production on his first full length feature, "Fourth Bureau," which will be coproduced in Japan with the Daiei Studios and directed by John Huston. The producer said here that this represents the first time Japanese film makers have cooperated on a film with an American producer.

Parker, who recently completed two documentaries on Japanese life, will this week go to Washington to present a print of one titled "Onsen" to President Eisenhower. He said "Onsen" and his second documentary film, "Geisha," were financed by the Japanese government in an effort to create good will and understanding between the Japanese and American people.

NT Meets Sept. 23

HOLLYWOOD, Aug. 26—National Theatres, Inc., will hold its annual four-day convention Sept. 23-26 at the Alisal ranch and resort, in Solvang, Cal., with Elmer Rhoden presiding. More than a hundred circuit executives, department heads and district managers from 21 states in which NT operates 350 theatres, will attend. The convention will be featured by developments coneerning the company's Cinemiracle process.

2nd Albany Drive-In Charges $1-a-Car

Special to THE DAILY

ALBANY, Aug. 26.—A seco drive-in of the immediate Albany ar Albano's at Ravena, is now advertis a regular $1-a-car price. The Jeric Drive-in at Glenmont, about f miles away from Sylvester Alban was the first to feature such an mission seven nights a week.

Operated by Morris and Raph Klein, it did so from a mid-June p miere—because of a curfew law fix midnight as the closing hour Mond through Saturday, and 11 P.M. as gate-shutter on Sunday. This preve ed the Klein brothers from screeni double bills, except in rare instanc when the days were longer. It a made triple-featuring on Friday Friday-Saturday (as some drive-i do) impossible.

Albano's drive-in adopted the l scale to meet competition. Rival ar outdoor theatres, which charge 65 70 cents admission, complain that t "Cut-rating is bad for the picture bu ness." Most of them confine "bu nights" to once weekly or do not f low the bargain plan at all.

Robinson Is Ordered To Fulfill Fight Deal

The New York State Boxing Con missioner yesterday ordered Sugar R Robinson to fulfill his contractu agreement with the International Bo ing Club and fight Carmen Basilio Yankee Stadium on Sept. 23. Th question of television rights, howeve still has not been resolved.

Robinson agreed to take part in th championship bout for the middl weight title, but said he would wal out if the fight is televised. The box ing commissioner would hear of n stipulations, however, and told Robin son he had to fight or face suspension Said Robinson: "Go ahead and sus pend me now. You don't have to wai until September."

Claims Pact Is Binding

Theatre Network Television claim it has a binding contract on Robinso and the IBC permitting it to televis the September bout. TNT, which ha been supported by IBC president James Norris, has said that after an agreement was signed, Robinson made a "private deal" with Telemeter Corporation which had guaranteed 400,000 seats as opposed to TNT's minimum guarantee of 250,000 seats.

Irving Kahn, president of Telemeter Corp., in a prepared statement yesterday accused TNT of issuing libelous statements about his company. Martin Machat, attorney for Robinson, said that he is taking the Robinson case right to the New York Supreme Court. "The commission has ordered Robinson to fight," Machat explained. "But this is a contractual dispute and we are going to court to seek protection."

A spokesman for the IBC said he believes the fight will go on.



Never in the history of our industry has one company delivered five motion pictures of such magnitude within so short a span of time!

Columbia's FABULOUS FIVE

KIM NOVAK
JEFF CHANDLER

in GEORGE SIDNEY'S

Jeanne Eagels

co-starring **AGNES MOOREHEAD**

with CHARLES DRAKE • LARRY GATES • VIRGINIA GREY • GENE LOCKHART • Screen Play by DANIEL FUCHS, SONYA LEVIEN and JOHN FANTE • Story by DANIEL FUCHS • Produced and Directed by GEORGE SIDNEY

GLENN FORD
VAN HEFLIN
FELICIA FARR

Screen Play by HALSTED WELLES • Based on a story by ELMORE LEONARD
Directed by DELMER DAVES • Produced by DAVID HEILWEIL

3:10 to YUMA

JACK LEMMON
ERNIE KOVACS
KATHRYN GRANT
ARTHUR O'CONNELL
and **MICKEY ROONEY**

OPERATION MAD BALL

with DICK YORK • JAMES DARREN • ROGER SMITH • WILLIAM LESLIE
Screen Play by ARTHUR CARTER, JED HARRIS and BLAKE EDWARDS
From a play by ARTHUR CARTER • Directed by RICHARD QUINE
Produced BY JED HARRIS • A JED HARRIS PRODUCTION

SAM SPIEGEL PRODUCTIONS presents

WILLIAM HOLDEN
ALEC GUINNESS · JACK HAWKINS

with SESSUE HAYAKAWA • GEOFFREY HORNE • JAMES DONALD • ANN SEARS
Based on the novel by PIERRE BOULLE
Directed by DAVID LEAN • Produced by SAM SPIEGEL
CINEMASCOPE TECHNICOLOR®

"THE BRIDGE ON THE RIVER KWAI"

RITA HAYWORTH
FRANK SINATRA
KIM NOVAK

Screen Play by DOROTHY KINGSLEY • Based on the play "PAL JOEY" • Book by JOHN O'HARA
Music by RICHARD RODGERS • Lyrics by LORENZ HART • Produced on the stage by GEORGE ABBOTT
AN ESSEX-GEORGE SIDNEY PRODUCTION • Produced by FRED KOHLMAR • Directed by GEORGE SIDNEY

Pal Joey

TECHNICOLOR®

They're all BIG from... Columbia!

PRINTED IN U. S. A.

Television Today

Who's Where

Herbert J. Cutting, chief accountant for the Mutual Broadcasting System, has been named director of administrative services. He will be directly responsible for personnel, purchasing, and similar duties in addition to his supervision of the network's accounting staff.

□

S. William Aronson has been promoted to administrator in the post control unit of the American Broadcasting Company. Aronson was formerly director of sales service for ABC.

□

Joseph H. Ream will succeed the late **Ralph W. Hardy** as vice-president of CBS, Inc. in charge of its Washington, D.C., office. Ream, who returns to CBS after an absence of five years, recently served as deputy director of the National Security Agency in Washington.

NBC Charges Philco FCC Protest 'Sham'

The National Broadcasting Company charged that Philco Corporation is merely conducting another "maneuver in its vendetta against RCA" in protesting the Federal Communication Commission's renewal of license for WRCV-TV, NBC's television station in Philadelphia. NBC made the statement in its reply, filed yesterday, requesting the FCC to dismiss the Philco protest as "sham in its entirety" and an abuse of the FCC's processes.

Philco's objective, the NBC reply asserted, is to use the Commission's procedure as a weapon in its $150,000,000 treble damage action against RCA over patent licenses and as a further publicity springboard to injure RCA and NBC.

'O.S.S.' Set for ABC

"O.S.S.,"new half-hour film series based on the operations of General "Wild Bill" Donovan's World War II Office of Strategic Services, will make its debut on ABC-TV Thursday, September 26. Ron Randell stars in the series which will be sponsored by the Mennen Company.

BE HAPPY GO FILMACK
FOR ALL YOUR SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

Skiatron Toll-TV Plea On S. F. Agenda Today

Special to THE DAILY

SAN FRANCISCO, Aug. 26.—Skiatron's formal application to start a toll-TV system in San Francisco, a ten-page document, is expected to be threshed out tomorrow by the city's Board of Supervisors.

Two previously disputed details are omitted from Skiatron's proposals the city fathers must ponder. There is no mention of a charge to customers who watch programs over the Skiatron circuit and there is no restriction against transmitting advertising. The terms of the 50-year operating contract would not exclude the company from offering a combination of pay and commercially-sponsored programs.

After studying Skiatron's proposal, City Attorney Dion R. Holm found it "legally acceptable" and sent it to the supervisors without comment. This means the board's finance committee must come up with a report on the application.

Limiting Clause Suggested

When Skiatron submitted a rough draft of its offer several weeks ago, Holm had suggested a clause forbidding advertising on the closed circuit. This drew an anguished response from Alan Lane, Skiatron vice-president and operations manager. Lane said his firm had no intention of sending out commercials along with its array of plays, movies and sports events.

But, Lane added, his company didn't want to risk accidentally breaking its franchise agreement by transmitting a billboard from the fence of a baseball park. Moreover, there was "always a possibility" that a pay program might be partially supported by a sponsor who would lower the cost to the home viewer. Lane won his point, and the restrictive clause was left out of the proposal with Holm's consent.

$100, Plus 2 Per Cent of Gross

If the supervisors vote approval, Skiatron will be authorized to send its shows to San Francisco customers over the rights-of-way of any licensed public utility. For this privilege and for use of city streets, Skiatron would pay an initial $100 fee, then two per cent of its yearly gross.

The franchise would be non-exclusive—any other pay-TV firms could make a similar deal with the city.

'Circus' To Debut

"Circus Boy," a family adventure series played against the background of a turn-of-the-century touring circus, debuts on ABC-TV Thursday, Sept. 19 (7:30-8:00 P.M.). Alternate sponsors of the new series starring "Elmer, the Rainmaker," are Mars, Inc., and the Kellogg Company.

Production-Exhibition Union

(*Continued from page* 1)

circuit's organ, the Showman, Ricketson declares: "The transition through which this industry is passing will have an accelerated upturn immediately following a 'big way' wedding of production and exhibition. We do not know how it can be done legally but it certainly is not wrong to talk about what is so obviously a need."

National Theatres on several occasions in recent years has discussed with Department of Justice officials in Washington the possibility of its being granted permission to engage in production on its own. While the government has authorized N.T. to proceed with production in its Cinemiracle process, as it did Stanley Warner Theatres in Cinerama, no unqualified authorization for N. T. to engage in standard film production has been forthcoming from Washington.

Forbidden by Consent Decree

The Federal consent decree under which N. T. was divorced from 20th Century-Fox prohibits the theatre company from engaging in production. The American Broadcasting-Paramount Theatres' decree contains no such prohibition and that company is now engaged in the production of films.

Ricketson's remarks were occasioned by a recent assertion by Spyros P. Skouras, president of 20th Century-Fox, that his company would have four "big pictures at Christmas time."

"That was wonderful to hear," Ricketson writes. "It is thrilling to have big pictures at any time. Metro will probably have a few, so will Warner Bros., Paramount and United Artists, and all other distributors.

"Then after the Christmas releases there will be a dearth of product until Easter; following Easter, until the big TV shows are all off the air, we shall have another product scarcity; then July 4th will open the floodgates to big pictures. In September and October the product cupboard will be bare, and we shall be waiting for Thanksgiving week. Immediately thereafter, pictures will go out on release until Christmas.

"This is not a criticism of Mr. Skouras, nor of any other producer-distributor," Ricketson declares. "If we were operating a producing distributing company we would follow exactly the same policy—withhold and mass pictures for the periods of better business. For distribution, this is business common sense.

Sees 'Precarious Predicament'

"However," he continues, "it does indicate the precarious predicament in which exhibition finds itself. Theatres are the only retail business in the world which do not have an adequate source of merchandise. Eventually, unless there is a change, conventional motion picture theatres may be operating only forty weeks a year. The only solution, we believe, is a wedding, or uniting of production and exhibition.

"You could not imagine Paramount releasing 15 pictures a year if Paramount owned theatres. One cannot reconcile the releasing schedules of any of the major distributors today to the steady flow of product which made the more prosperous years when distributors owned theatres or theatre companies had their own producing organizations."

"We do not know how it can be done legally," Ricketson concludes, "but it certainly is not wrong to talk about what is so obviously a need."

Comm. MPTO to Hold Golf Tournament Today

Special to THE DAILY

HARTFORD, Aug. 26. — The MPTO of Connecticut will hold its annual golf tournament tomorrow afternoon at the Racebrook Country Club, Orange, with upwards of several hundred guests expected.

George H. Wilkinson, Jr., owner of the Wilkinson Theatre, Wallingford, and MPTO president, and Harry Feinstein, New England zone manager, Stanley-Warner Theatres, are co-chairmen. Exhibitors committee consists of the co-chairmen, plus James Bracken, James Darby, Irving C. Jacocks, Harry F. Shaw, Max Hoffman, John Perakos; distributors, Henry Germaine, Alex Schimel; publicity, Lou Brown; gifts, Albert M. Pickus, Irving Mendelsohn.

Dinner toastmaster is attorney Herman Levy, TOA general counsel.

'World' in Germany

Michael Todd's "Around the World in 80 Days" will open in five German cities in October.

Strike Greets '80 Days' In Stellings Theatre

Special to THE DAILY

CHARLOTTE, Aug. 26—A strike of union projectionists marked the opening of the Carolinas premiere of "Around the World in 80 Days" at the Manor Theatre here Sunday.

Ernest Stellings, president of Stewart-Everett Theatres and president of Theatre Owners of America, said he was forced to hire a non-union man when his projectionist walked out. He said the union pulled its men out after being notified that only one projectionist would be needed while the film is showing, as the theatre will be operated only about 30 hours a week. The theatre normally operates 70 hours a week.

W. H. Fowler, business agent of the IATSE union, declared the theatre's move forced a 10-year veteran out of a job.

Stellings said the union had demanded an increase in pay which would bring the cost of booth operation to more than three times the present cost.

Vogel Wins Court Decision in Loew's Case

No Quorum at July 30 Meet, Seitz Holds

(*Continued from page* 1)

to oust Tomlinson and his associate, Stanley W. Meyer, from the Loew's directorate and to amend the company's bylaws so as to increase the number of directors from 13 to 19. In that connection, the stockholders will be asked to elect the new slate of directors, with a large majority in favor of management, which has been proposed by Vogel.

Industry Seems Elated

In New York, Louis Nizer, special counsel for the Vogel management in the struggle for control of Loew's, described the Delaware chancellor's decision as "a complete victory." His pronouncement was echoed from one end of the industry to the other with relief and gratitude. Seldom has the industry been so united on any single cause as it has on its support of Vogel in the contest with Tomlinson, believing a Vogel victory to be essential to the preservation of Loew's-M-G-M.

While the Delaware court did not rule specifically on the matter of whether Vogel could use corporate funds for the solicitation of proxies for the Sept. 12 meeting, the point is not considered vital to the Vogel forces. The basic significance of the Chancellor's findings was that all of the actions of Tomlinson's "rump" board meeting, including their order to cancel the Sept. 12 meeting, were invalid.

Seen in 'Driver's Seat'

The effect of the ruling is to restore Vogel and his management associates to the undisputed "driver's seat" in Loew's operations.

Milton Pollack, attorney for Tomlinson, when reached yesterday said he would have no comment until he had read the decision and consulted with his clients.

The decision, which took 22 pages, sketched the complete background on which the case rested and also brought out many important aspects of the action, especially as it impinged on Delaware corporation law and on the construction of Loew's laws.

'This Then, Is the Decision'

Chancellor Seitz wrote in his decision: "This then is the decision upon the motions for summary judgment filed by the individual defendants and by the corporation through its opposing factions. A limited factual narrative of this most unusual case may not be amiss."

He finds that the corporation has been beset with factional difficulties for some time. It has some 26,000 stockholders owning 5,400,000 shares and its average gross receipts have been about $178,000,000 annually over the last 10 years. The chancellor then identifies two factions in the corporation although "in so identifying them I do not intend to reflect adversely upon them."

Basically Chancellor Seitz set the question to be decided as "were the individual defendants validly elected directors at the meeting of July 30, 1957?"

No Ruling on Campbell Issue

Incidentally, the chancellor did not rule on the Campbell issue in which an injunction is sought to restrain Loew's from using funds of the corporation for the purposes of promoting a stockholders meeting on Sept. 12.

The decision points out that "since there was a quorum in office but not in attendance at the July 30 meeting, the Vogel group concludes that the individual defendants were not validly elected." The Tomlinson group denies that the by-laws are at variance with the state and this makes the issue.

Commenting on the legal aspects of the case with respect to the case, the decision states:

Says By-Laws Govern

"Since a majority of directors in office voted at the directors' meeting of July 30, 1957, to fill two vacancies, it follows that, assuming they were all qualified to vote, they were authorized by the state to take such action unless Loew's by-laws otherwise provided, there being no pertinent charter provision.

"The Vogel group contends that Loew's by-laws do otherwise provide. They contend that under the corporation's by-laws, when there is a quorum of directors in office, a director vacancy can be filled only by a majority at a meeting of directors at which a quorum is present. They concede that the by-laws provide that a majority of the directors, though less than a quorum, can fill vacancies where there is no quorum of directors in office.

"The interveners on behalf of the Vogel faction go further and say that in such a case under the by-laws the director action must be unanimous. However we are here dealing with a case where there was admittedly a quorum of directors in office and so the vote required by the Loew's by-laws in a situation where there is no quorum in office need not be determined."

Tomlinson Claim 'Without Merit'

The chancellor states that the distinction by the Tomlinson faction regarding the matter of interpreting the connotation "directors" as distinct from "board of directors" is without merit. The decision points out that Article II, par 8 (14) of the Loew's by-laws was a grant of power to the board of directors to fill vacancies on the board.

"Since the quorum provision concerning board action is also a part of Article II," the decision states, "and also because a board without specific provision to the contrary can act (emergencies aside) only in the presence of a quorum, ' have no hesitancy in concluding that the specified powers granted the directors in part 8, of Article II to fill vacancies was a grant of power to the board which could be exercised by it only in the presence of a quorum."

Points to 'Permissive Grants'

Turning again to the Tomlinson group argument, the decision states: "If Article V, par 2 is to be construed as the Tomlinson group urges, it is evident that in a situation where there is a quorum of directors in office, it provides for a different rule than that provided by Article II, par 8. I say this because Article 2 would authorize a majority, absent a quorum, to fill vacancies although there was a quorum of directors in office, whereas, Article II par 8, would authorize such action in such a situation only in the presence of a quorum. It may be noted that both by-laws are couched in terms of permissive grants of power."

Removal 'Only for Cause'

Again bearing on this issue, Chancellor Seitz wrote: ". . . it would mean that the court would be saying that those adopting Article V, par 2 of the by-laws intended to authorize the majority of directors to fill any office at a meeting without a quorum although a quorum was in office. Such a construction would duplicate Article II, par 8 (13). I cannot believe that this broad power was intended to be conferred upon less than a quorum when there is a quorum of directors in office. This power is particularly sweeping because, for example, once a president is elected, under the by-laws he can be removed by the directors only for cause."

Calls to 'Daily' Denote Keen Interest in Loew's

Motion Picture Daily again yesterday, as throughout last Friday afternoon, was kept busy answering phone calls from industry members near and far seeking fast word of the Wilmington court decision in the litigation involving the struggle for control of Loew's.

Word of the chancellor's ruling was flashed to the Daily at approximately 5 P.M. All callers were given the information immediately. Many expressed unrestrained glee when told the Joseph R. Vogel forces had won a most important victory by the court's decision.

Edict Draw Wide Industr Approbatio

". . . nor is this construct strained," the decision mainta "when we consider that under construction of Article V, par urged by the Tomlinson group, would be possible for less tha quorum to take the important act by filling director vacancies tho there was a quorum in office. much less important powers co only be exercised in the presence a quorum under the by-laws."

Guided by 1919 Law

"It must be emphasized," Ch cellor Seitz wrote, "that the Loe by-laws were adopted in 1919 and reaching its construction this co must look at the then existing stat governing case law. I do not beli that the construction of the by-l should be flavored by the 1 amendment which played such important part in the chancell construction of the by-law in Chelsea case. The date of adopt and the content of Loew's by-l make the Chelsea case inapplicabl

"I therefore conclude," the d sion reads, "That the Loew's by-l Article II, par 8, must be constr to require quorum action to fill dir tor vacancies when a quorum of rectors is in office. I further concl that by-law, Article V, par 2 m be construed to apply to a situat where there is no quorum in office. this construction of Article V, pa is incorrect then I think the alter tive construction would be that

(*Continued on page* 9)

Nizer's View

(*Continued from page* 1)

kin to be invalidly elected by rump Tomlinson group. The co enjoins them from pretending to as directors. Also, all resoluti adopted by the Tomlinson ru meeting are declared illegal.

Confident of Industry Support

"Furthermore, the court has f bidden the Tomlinson group to i plement the resolutions, one of wh attempted to repudiate the spe stockholders meeting called by pr ident Vogel. The entire attack the Tomlinson-Meyer-Mayer fact has been rejected by the chancell The entire position of Mr. Vogel a executive management has been held. We are confident that owners of Loew's will support Vogel's administration and that pea harmony and success will come to t great enterprise."

Loew's Victor

(*Continued from page* 8)

as intended to require quorum action when a quorum was in office. Loew's by-laws are therefore at variance with the rule set forth in 8 Del., Par. 223. It follows that under the statute the by-laws provision must control.

Seven Directors Called Essential

"Thus, seven directors had to be attendance in order to properly elect the individual defendants as directors unless, as the Tomlinson group intends, the four so-called Vogel directors, who stayed away from the meeting to prevent the creation of a quorum, should be considered as stopped from raising the question or should be considered as though they had resigned insofar as the meeting was concerned.

"First off, the attack here is, in the form at least made by the corporation, not the Vogel directors. But aside from that technical point, no authority for either proposition is cited in the brief and I know of no legal reason why such consequences should flow from the action of the Vogel group here, particularly where they felt that the principal business noticed for the directors' meeting could be a matter for stockholder action. I express no opinion as to the possible consequences of such action in other situations. I conclude that there was no estoppel or temporary resignations by the Vogel group.

No Quorum Was Present

"Since the individual defendants were purportedly elected at a directors' meeting at which no quorum was present, it follows that their election was contrary to the governing by-laws and invalid. Their motion for summary judgment must therefore be denied."

Para. Gets Stay

(*Continued from page* 1)

holder on Sept. 3 on his return from vacation. The temporary ruling is effective until midnight Sept. 3.

In the suit filed last Friday, Paramount also asked $50,000 damages, alleging Syndicate's showing of "The Ten Commandments" for whatever the public wanted to pay reduced its revenue. Some paid one, five or 10 cents, it was alleged.

Trueman Rembusch, secretary-treasurer of Syndicate, announced the admission plan in advance of "The Ten Commandments" opening at the Crest two weeks ago on the grounds it is a religious picture and should not be shown at a profit.

James Howe, 64

CARROLLTON, Ky., Aug. 26.—James G. Howe, 64, for many years a prominent business man and theatre owner, died suddenly of a heart attack at his home here. Howe, in semi-retirement for the past several years, retained his interest in the Richland Theatre here until his death.

EDITORIAL

(CONTINUED FROM PAGE 1)

what the cost of his prolonged internal strife may be to the corporation and, hence, its stockholders.

Tomlinson's contention, made in other declarations filed with the courts, that the company's condition will become precarious in the near future completely overlooks the fact that, whatever truth there may be in the statement, is due to conditions inherited, mostly at the studio, by the Vogel management. These are conditions that, despite the interference of the Tomlinson camp, Vogel has done much to improve and which, most assuredly, would have been nearer to correction now had he been given Tomlinson's cooperation instead of his opposition.

•

Which raises the question: Just why is Tomlinson so determined that Vogel's administration shall not be given the chance it so well deserves to preserve and restore the corporation?

Could it be that he is afraid that, given the chance, Vogel will succeed? And that Vogel's success will mean that there will be no liquidation of Loew's-M-G-M?

It is more and more evident that any sound and reasonable consideration of the positions of the two men—Vogel and Tomlinson—can result in only one course of action.

That is a vote for Vogel and against Tomlinson at the Sept. 12 meeting.

Seaton Plans Meetings On Awards Telecast

From THE DAILY Bureau

HOLLYWOOD, Aug. 26—George Seaton, president of the Academy, will meet with the board of governors Sept. 5, preparatory to presenting a proposal for the industry to back the Awards telecast to MPAA executives in New York Sept. 9.

Louis Levy Dies

LONDON, Aug. 24 (By Air Mail). —Louis Levy, since 1948 musical director for the Associated British Picture Corporation, died Aug. 18 at the age of 63. Levy, a veteran of the industry joined Gainsborough Pictures as musical director on the introduction of sound pictures and remained with Gainsborough and Gaumont British until he moved over to ABPC.

Joe Shea on Tour

Joe Shea, well known film and stage publicity man, leaves today in advance of an act called "The Rivalry" for a two-month tour. The story is based on the Lincoln-Douglas debates, with Raymond Massey as Lincoln, Brian Donlevy as Douglas, and Agnes Moorehead as the feminine interest.

Dismiss Trust Suit

Federal Judge William B. Herlands has signed a stipulation dismissing a $32,100,000 anti-trust action against the eight major film companies. The suit had been filed by Konczakowski Theatres, Buffalo.

Buys Service Company

ATLANTA, Ga., Aug. 26. — The A. B. C. Theatrical Enterprises, owned by Hap Barnes, has sold out to The Exhibitor Service Co., owned by Tom Lucy and Bill Kelly.

Jubilee Plans

(*Continued from page* 1)

convened by Martin Davis, chairman of the group.

Plans call for a visiting Hollywood delegation of some 15 to 20 personalities to attend special celebrations in the various boroughs and wind up with a massive Times Square celebration and the dedication of a permanent plaque commemorating 50 years of Hollywood motion picture production. Chairman Davis appointed subcommittee chairmen who will be assisted by representatives from all of the advertising and publicity departments of the major companies.

Committee Chairmen Listed

The sub-committee chairmen are as follows: publicity and exploitation committee—Ira Tulipan and Charles Cohen; industry tie-ins committee—Phil Gerard; reception committee—Robert K. Shapiro; special events commitee and borough celebrations—Martin Levine, Don S. Rugoff and D. J. Phillips; civic luncheon committee—Mort Nathanson, William Percival and Anthony Akers; Ed Sullivan show committee—Martin Davis.

Some 20 publicity and exploitation ideas were put forth by the committee and will be studied by the several sub-committees concerned. The full committee will meet again to finalize the two - day schedule and plans on Sept. 9.

The New York committee is in daily contact with the Coast committee now involved in setting up plans for the Golden Jubilee tour. Following appropriate kick-off ceremonies on Oct. 14 in Hollywood, the group will visit some 20 or more cities before arriving for the final windup two-day celebration in New York. The possibility of the Sunday, Nov. 10, Ed Sullivan Hour being devoted entirely to the Golden Jubilee is being explored by Davis and his committee.

Those present at yesterday's luncheon in addition to Davis included: Paul Kamey, Charles Cohen, Ira Tulipan, Murray Segal, D. J. Phillips, Charles McCarthy, Robert K. Shapiro, Martin Levine, Louis Weintraub (representing Governor Harriman) and Taylor Mills.

Nizer's Generalship Wins Wide Acclaim

Louis Nizer of the industry law firm of Phillips, Nizer, Benjamin & Krim was lauded widely throughout the industry yesterday as word of the sweeping legal victory for the Joseph R. Vogel Loew's management forces in the Wilmington, Del., courts was circulated.



Louis Nizer

Nizer argued the case for Loew's management in the Delaware chancery court last Thursday and all of the planning of the legal defense and offense in the management's behalf was under his generalship. A veteran industry attorney and author, and possessor of a highly distinguished list of professional achievements, Nizer was retained as a special consultant to the Vogel forces last winter as it became evident the Joseph Tomlinson clique was embarked on an anti-management campaign for control of the company.

Justice the Principal Plea

His victory in the Loew's case was regarded as especially significant in that it was won on matters of equity rather than strictly on the letter of the law; that is, his pleadings emphasized that in the case at hand justice required the decision that was given yesterday.

Strike of Three Detroit Newspapers Is Settled

From THE DAILY Bureau

DETROIT, Aug. 26 — The local newspaper strike which had forced theatre exhibitors to concentrate their advertising on radio and TV was called off at the weekend. The morning "Times" and "News" appeared late Saturday, and all three papers were published on Sunday.

The dispute was settled when vice-president James Hoffa of the Teamsters Union returned from Washington late Friday and went into a huddle with the three factions which were in disagreement—International Mailers, Local 40, International Typographical, Local 40, and the publishers association.

Special pre-publication offer to readers of Motion Picture Daily



Into the tent, my lovely.



Harold Lloyd hangs on.



And they didn't have to pay income tax.



Can a princess find happiness with a commoner?



. . M . . . M . . . M.



Silent screen, noisy audience.



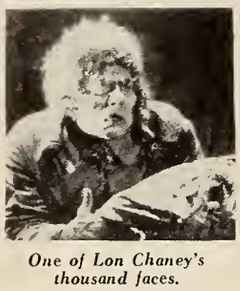
Flaming youth.

THE MOVIES

A huge captivating pictorial history of the movies—from pre-nickelodeon days to the present—presented in more than 1500 "collector's item" pictures and 150,000 words of brilliant narrative showing how the movies influenced American life

BY RICHARD GRIFFITH AND ARTHUR MAYER

(Prepared with the cooperation of the Museum of Modern Art)



One of Lon Chaney's thousand faces.



Mae West fascinates George Raft, 1932.



The origin of glamour

THIS FALL, the most complete pictorial history of the movies ever published will be ready. It will be a huge volume filled to the brim with remarkable photographs — many of them from private collections and from the Museum of Modern Art's great Film Library. The pictures, together with 150,000 words of superb commentary—studded with anecdotes and behind-the-scene stories — reveal how the movies influenced and reflected American taste, clothes, homes, manners, and morals.

From Fatima and Penny Arcades to M.M. and Cinerama

From Fatima, the belly dancer attraction in Penny Arcades, to Marilyn Monroe; from Edison's "Uncle Tom's Cabin" to Mike Todd's "Around the World"—five decades of movie idols, geniuses and charlatans, scandals and publicity stunts, monumental successes and epic failures are seen in the pages of this endlessly entertaining volume.

Here are the fabulous stars, directors, stories of the silent screen . . . the old-time masters of comedy . . . the man-killing "Vamps" . . . the scenes that started new trends in love making, boudoirs and bathrooms . . . the super-colossal musical numbers — from the "Gold Diggers of 1935" (100 girls playing 100 pianos!) to the latest array of Goldwyn Girls in "Guys and Dolls."

"Flaming Youth" and "Love Teams," Tots, Gangsters and Monsters

America's reckless gaiety in the Twenties is captured in the torrid "love teams" and razz-ma-tazz girls of Hollywood's "period of sin"—Banky and Colman, Garbo and Gilbert; Alice White and Clara Bow. The gangsters and sinners of the Thirties are all here—Muni, Cagney, and Raft; Helen Twelvetrees, Shearer, and Garbo. Every child star you ever wanted to be, every monster who made you shiver—every personality or picture you enjoyed can be recalled in this book.

You'll find hundreds of photographs that you'll want to show to somebody at once; scores of anecdotes that beg to be read aloud.

The authors are the perfect team for this project. Richard Griffith is Curator of Films for the Museum of Modern Art. Arthur Mayer is one the best-known and best-informed members of the industry.

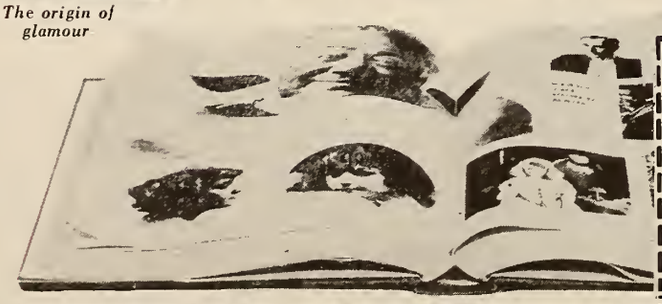
We believe this book is going to one of the most wanted books of t year for keeping and for giving.

Special Money-Saving Offer

High quality printing, binding a picture reproduction are being lavish on this big (9" x 12"), 448-page volun As a result production costs are hig In order to increase the size of the fi printing and bring the retail price dov to $15, Simon and Schuster, Publishe have made the following special rangement: By placing your reservati now, at your bookseller's, you will ceive your copy at the special p publication price of only $11.95.

WHAT TO DO NOW

Simply take or mail the reservation c tificate to your bookstore. A first editi copy will be sent you as soon as t books come off press.



MEASURES A FOOT HIGH • 448 HUGE PAGES
OVER 1500 PICTURES • 150,000 WORDS OF NARRATIVE

A SUPERB GIFT — You will probably think of many friends and associates who would be delighted with a gift copy of THE MOVIES. By taking advantage of this special pre-publication offer you can save $3.50 on each copy. (See Reservation Certificate.)

RESERVATION CERTIFICATE

To your bookseller

Please reserve for me, and send as soon as it comes off press, a first edition copy of *The Movies* by Richard Griffith and Arthur Mayer (448 huge pages, more than 150,000 words of text and captions). It is understood that I will pay only $11.95 (plus postage) even if the final publication price is higher than $15.

... Charge my acct. ... Remittance enclosed.

☐ **SAVE ON GIFT COPIES:** If you also wish to order one or more copies as gifts, indicate the NUMBER OF EXTRA copies you wish reserved at special pre-publication price.

Name.....

Address.....

City.....Zone.....State.....

MAIL AT ONCE TO TAKE ADVANTAGE OF THIS SPECIAL OFFER. EXPIRES OCT. 15, 1957

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 41 NEW YORK, U.S.A., WEDNESDAY, AUGUST 28, 1957 TEN CENTS

L. A. Board Acts

Telemeter and FWC Eligible For Pay-TV Bid

Harriscope Also Has Right To Enter Bidding Sept. 18

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 27.—The Los Angeles board of public utilities and transportation today unanimously voted approval of the applications for a franchise covering closed-circuit pay-television by Fox West Coast Theatres, International Telemeter Corp., and Harriscope, Inc. The terms sought by the applicants are identical with those proposed by Skiatron Electronics and Television Corp.

Today's action formally qualifies all

(*Continued on page* 5)

Renew Appeal to Drop Seattle Theatre Tax

Special to THE DAILY

SEATTLE, Wash., Aug. 27. — An appeal to eliminate or reduce theatre admission taxes has again been made to the Seattle city council by William F. Devin, attorney and former mayor of Seattle. He told the board that Seattle motion picture theatres have been hard hit by television and that since 1946 eleven theatres have

(*Continued on page* 4)

Final Hearing Today On N. Y. Tax Cut Bill

Mayor Robert F. Wagner will hold a hearing in his office here tomorrow at 10:00 A.M. to see if any last minute opposition will be given the city's bill to eliminate the tax on the first 90 cents of all motion picture theatre tickets. The measure, which was in-

(*Continued on page* 5)

Television Today

Page 6

Selznick Praises Pay-TV; Urges Reduction in Prints

By NORMAN MORRIS

(Picture on Page 6)

"Toll television could be the salvation of American producers," producer David O. Selznick asserted here yesterday at a press conference. He said he believes pay-TV would enable producers and distributors to realize much more money than they are now getting through normal distribution patterns.

The producer hit hard at "habitual thinking," too, which he said results in the making of "far too many prints" for most pictures and raises production costs. Selznick said that producers and distributors are "not in business to lose money," and he called for a reduction in the number of prints to cut down costs. He added that his suggestion applies to "run-of-the-mill pictures."

Selznick, who is currently completing work on "A Farewell to Arms," said the screenplay is probably more faithful to the original story than his "Gone with the Wind" was to the novel. The picture is now

(*Continued on page* 6)

Oscar Neu Dies; Was Equipment Executive

Oscar F. Neu, 71, one of the most prominent figures in the industry's equipment field, died Monday night at his home in Crestwood, N. Y., after a long illness. Masonic services will be held at 8 P.M., Wednesday, August 28 at the Fred C. McGrath Funeral Home, Bronxville, N. Y. Additional services will be held Thursday at 11 A.M.



Oscar Neu

(*Continued on page* 6)

WB Sets $2,000,000 To Promote 'Sayonara'

Warner Bros. will spend over two million dollars for advertising and promotion of the William Goetz production, "Sayonara," which is the largest such budget the company has ever scheduled for a picture, Robert S.

(*Continued on page* 5)

Minimum Wage Board Sets Meeting Sept. 6

The minimum wage board appointed to the New York State Labor Commission to review wage standards in the amusement industry will meet again in executive session here on Sept. 6.

The meeting is slated to take place at 80 Center Street at 10:00 A.M. The board will hold public hearings in Rochester on Oct. 25, in Albany on Nov. 1 and in New York City on Nov. 8.

Germans Name U. S. Representative; Plan Big Promotional Campaign Here

Plans for the German film industry to launch a "vigorous" campaign to promote its product in the American market were revealed here yesterday by Munio Podhorzer, who has been appointed the first representative of the German Export-Union in the U.S. Podhorzer has just returned here from an extended visit to Germany where he discussed plans for the project with executives of the Export-Union and various leading producers.

The Export-Union represents German distributor, producer and export associations and seeks to promote the development of German films all over the world. Current plans are to open a New York bureau early next spring. It will be the fourth such unit; others are presently operating in Paris, Rome, and Stockholm.

Podhorzer said yesterday his cur-

(*Continued on page* 4)

On Loew's Meet

Slate Hearing On Campbell Action Friday

Also to Hear Tomlinson Motion for Reargument

Special to THE DAILY

WILMINGTON, Aug. 27.—Chancellor Collins J. Seitz today set Friday at 2:30 for a hearing on the Ralph B. Campbell action to enjoin the holding of the special meeting of Loew's stockholders called for Sept. 12 by Joseph R. Vogel, president of Loew's.

In affidavits on file in Chancery court here, Louis Nizer, attorney for the Vogel mangement group, has identified Campbell as a partner in a Lexington, Ky., hotel operation of Jo-

(*Continued on page* 4)

U.A. Executives Look At Productions Abroad

Max A. Youngstein, United Artists vice-president, back in New York after several weeks abroad, reported yesterday on U.A. productions completed or in work in Europe.

Five productions among the company's important new pictures are in the group which Youngstein, with Arthur Krim, U.A. president, and Arnold Picker, vice-president in charge of foreign distribution, looked at. They are

(*Continued on page* 6)

Kenneth Murray Named To A.A. Post in Britain

The appointment of Kenneth W. Murray as United Kingdom representative for Allied Artists International, effective Sept. 2, was announced yesterday by Norton V. Ritchey, president of AA International.

Murray, a veteran of 20 years with Associated British-Pathe, Ltd., has resigned his position as secretary of that organization to take on the new post. AA International's former U.K. representative for many years was C. G. Dickinson, recently deceased.

Edwin J. Smith, AA International vice-president in charge of European operations, continues in that post.

PERSONAL MENTION

ARTHUR LOEW, president of Loew's International, will return to New York from London tomorrow via B.O.A.C.

•

SAMUEL ROSEN, executive vice-president of Stanley Warner Cinerama; HARRY M. KALMINE and BERNARD G. KRANZE, vice-presidents, and HARRY D. GOLDBERG, advertising-publicity director, are in Baltimore today from New York.

•

JERRY PICKMAN, Paramount advertising-publicity vice-president, and HERB STEINBERG, national exploitation manager, will return to New York today from Hollywood.

•

LOUIS A. NOVINS, vice-president and managing director of International Telemeter Corp., will leave New York tonight for the Coast.

•

SAM GALANTY, Columbia Pictures mid-East division manager, will leave Washington today for Cleveland.

•

KENNETH WINCKLES, joint assistant managing director of the J. Arthur Rank Organization, returned to London from New York yesterday via B.O.A.C.

•

HOWARD G. MINSKY, Paramount mid-Eastern division manager, was in New York yesterday from Pittsburgh.

•

CALVIN LEEDER, supervisor of branch operations for Rank Film Distributors of America, will return to New York tomorrow from Cincinnati.

•

GEORGE SCHUR, Paramount branch operations manager, is in New Haven today from New York.

Peck Buys Novel

HOLLYWOOD, Aug. 27 — Gregory Peck has purchased film rights to Gen. S. L. A. Marshall's novel, "Pork Chop Hill," in which he will star for Melville Productions, his own company. Sy Bartlett will produce. United Artists will distribute.

'Dragon Tree' Bought

HOLLYWOOD, Aug. 27 — L. B. Mayer Enterprises, Inc. and Jack Cummings Productions, Inc., jointly purchased "Dragon Tree," new novel by Victor Canning, prior to its American publication.

Move on Three Fronts to Insure Continued N. Y. Censorship

Special to THE DAILY

ALBANY, N. Y., Aug. 27.—The State Department of Education is moving on three fronts to insure continuation of motion picture censorship. Its law division has filed papers in a motion for reargument of "Garden of Eden" before the Court of Appeals, at the October term. The division hopes to switch one of the judges who voted with the majority of four, against a minority of three, to overrule the Board of Regents on the ban of the Florida nudist colony film.

To Appeal 'Chatterly' Edict

The law division is also prepared to appeal from the recent unanimous determination by the Appellate Division that the regents lacked the power, under modern judicial decisions (including several by the U.S. Supreme Court) to bar "Lady Chatterly's Lover." Pending final adjudication, licenses for public exhibition of the pictures will be withheld.

The Department of Education has also approved a budget of $113,000 for its Motion Picture Division (censoring unit) in the fiscal year 1957-58, expects to announce, soon, the appointment of three additional reviewers.

54 Are Qualified

Being selected from a list of 17 successful candidates—among 54 who qualified to take a civil service examination—, they will fill vacancies caused by retirements and promotions. The present staff consists of two men and a woman. All reviewers must possess a working knowledge of one foreign language—Classical, Teutonic or Oriental.

Dallas 'Turtle Derby' Is V.C. Event of Year

Special to THE DAILY

DALLAS, Aug. 27.—The lowly turtle will have his day—or days—here Sept. 6 and 7 when Variety Club, Tent No. 17, of Dallas will hold its annual Turtle Derby at the Dallas Memorial Coliseum for the benefit of Boys' Ranch at Bedford, Tex., Tent 17's principal charity.

A feature of the two-day event will be the telecast of Lawrence Welk's Saturday program from the Coliseum.

With more than 1,000 theatres in the state running trailers gratis, with radio and TV stations contributing spots, a capacity crowd is expected to watch the little racers. For the preliminary heats there are cash prizes, for the finals—first, second and third—Dodge automobiles.

Charles Weisenburg, of the Weisenburg theatre circuit, heads the Turtle Derby Committee. His co - chairmen are George Myer and Harold Brooks.

Northwest T.O. Names Marion as Secretary

From THE DAILY Bureau

SEATTLE, Aug. 27. — Armand Marion, Jr., has been elected permanent secretary of the Theatre Owners of Washington, Northern Idaho and Alaska.

A steering committee was elected composed of Joe Rosenfield, Spokane; Dwight Spracher, Seattle; Maurice Saffle, Seattle, Frank Danz of Sterling Theatres, Seattle, and William Connor, of John Hamrick Theatres, Seattle.

Joe Robins Is Dead; Headed Ohio Circuit

Special to THE DAILY

YOUNGSTOWN, O., Aug. 27 — Funeral services were held here today for Joe Robins, 72, president of Robins Amusement Co., operating theatres in Warren and Niles, who died at Miami Beach following a heart attack on Friday. He had been convalescing in Florida from recent surgery.

The deceased is survived by his wife, Dorothy, a son, a daughter and two grandchildren. He was a 32nd Degree Mason, a Shrner and a long-time member of the Cleveland Variety Club.

Fox Ad-Publicity Units Moved to Single Floor

Twenticth Century-Fox's home office advertising, publicity and exploitation departments have been moved into a single unit setup, with final arrangements completed this week.

Previously, the company's art department had been quartered at a building on 54th Street and the publicity and advertising departments were separated from exploitation by two floors. Now, all the departments have been moved to new quarters, all located on the 4th floor of the home office building.

Named to Ascap Board

Jack Bregman of Bregman, Vocco & Kahn, music publishers, yesterday was unanimously elected to the board of directors of Ascap to fill the unexpired term of Bernard Goodwin, who resigned in June.

Labor Day Tie-Ins Urged by Ricketson

From THE DAILY Bureau

HOLLYWOOD, Aug. 27—Natio Theatre's vice-president Frank R etson, Jr., touring its circuit's theatres, is coaching managers to the groundwork for fall and wi box office increases by taking utmost advantage of exploitation portunities provided by Labor week. With "don't sell just the ture, sell the magic" as his slog he is urging managers to set up s cial "back-to-school" and "salute labor" programs, among especi timely events designed to re-fo summer vacationers' attention on tion picture entertainment.

Ricketson was in San Franci yesterday, and will be in Kansas C today, Denver, Sept. 4, Salt La Sept. 6, Phoenix, Sept. 10.

Atlanta WOMPI Aids Rogers Hospital Drive

Special to THE DAILY

ATLANTA, Aug. 27 — Memb of Women of the Motion Picture dustry (WOMPI) and their frie aided in making the collections the Will Rogers Memorial Fund the Grand and Rialto theatres he At last report, the sum totaled o $700 for the two houses.

The members also have sold cases of cocoanut brittle to help fray the expenses of a group to national convention, which will held in Memphis Oct. 11-13.

Correction

The report of the acquisition National Telefilm Associates, Inc., its first television station, KMGM-T Minneapolis-St. Paul, in Monda MOTION PICTURE DAILY inadverte ly attributed the purchase to 2 Century-Fox, citing it as the par company of NTA. The film compa owns a 50 per cent interest in N Film Network, Inc., National Tele sion Associates owning the other per cent.

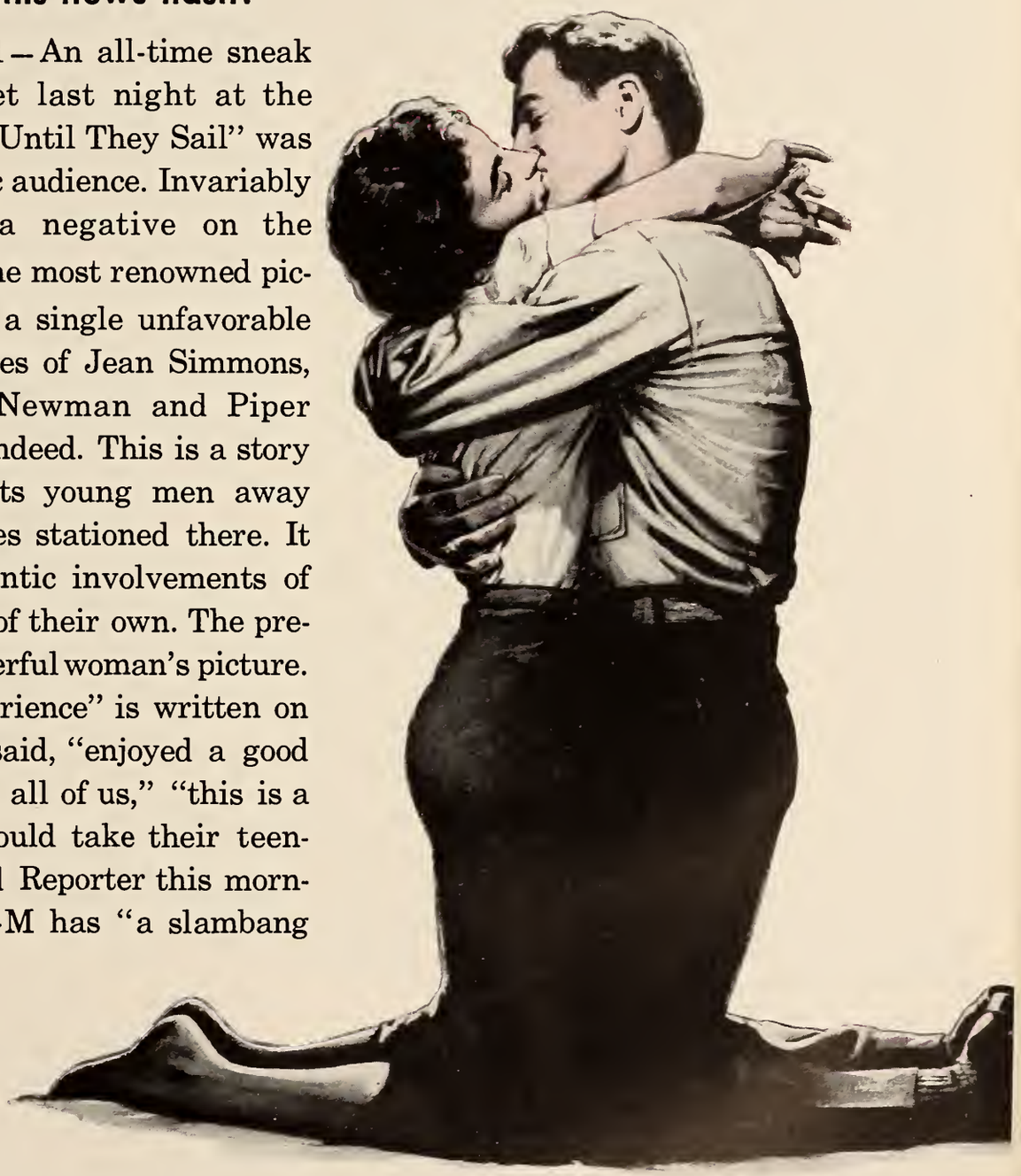
Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938. at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

MGM's 'UNTIL THEY SAIL' SLAMBANG, SURE-FIRE WINNER."—*Hollywood Reporter*

IT SETS A NEW PREVIEW RECORD!
Read every word of this news flash!

ENCINO, CAL., Aug. 21—An all-time sneak preview record was set last night at the Encino Theatre where "Until They Sail" was shown to an enthusiastic audience. Invariably some patron enters a negative on the preview card for even the most renowned picture, but there was not a single unfavorable vote for the performances of Jean Simmons, Joan Fontaine, Paul Newman and Piper Laurie—a rare tribute indeed. This is a story of New Zealand with its young men away at war and U. S. Marines stationed there. It treats frankly the romantic involvements of these girls without men of their own. The preview cards forecast a powerful woman's picture. "A great emotional experience" is written on many of them. Others said, "enjoyed a good cry," "it's something for all of us," "this is a picture that parents should take their teenagers to see." Hollywood Reporter this morning forecasts that M-G-M has "a slambang sure-fire winner."



LOVE
LOVE
LOVE **UNTIL THEY SAIL**

Starring
JEAN SIMMONS · JOAN FONTAINE · PAUL NEWMAN · PIPER LAURIE

With CHARLES DRAKE · SANDRA DEE · Screen Play by ROBERT ANDERSON · Based Upon a Story by JAMES A. MICHENER · In CinemaScope
Directed by ROBERT WISE · Produced by CHARLES SCHNEE
An M-G-M Picture

Business Thrives In German Market

By FLOYD STONE

Motion picture business at least in Germany is robust—people pack theatres, showmen build more of them, companies sell more pictures and each year do better—Erich Steinberg, RKO's manager there, said at the home office yesterday.

His operations at this point are 30 per cent ahead of last year. And because he is distributing five fewer pictures (12 so far), this is the more remarkable. He explained it on this basis; the German goes to the movies; except for wandering out of doors during the summer, he sticks to them; and because so far his government runs television he is not likely to stay home to watch it.

Steinberg added the German accepts all types of American pictures —and all ratios, sounds and assorted processes—avidly; so much so that in his estimation the Germans like them at least as much as their own. He qualified this certainly is so in the cities, which deliver the money.

Handles RKO and AA

The Germans even like "Oklahoma," in Todd AO and in 35mm, confounding those who say they won't see American musicals.

His German operations he maintains with whatever RKO gives him, plus six or more from Allied Artists, two French, two or three Italian, and one or two German films, these latter for prestige and publicity, he said; and the result not only is record receipts but a position he asserted is as good as most other American companies.

He said he sells from 20 to 25 pictures per year, refusing more because these are all his staff can handle "properly."

He is here for three weeks. He came after five years in Brazil, Peru and other Latin-American countries where before taking the German job four years ago, he'd spent 23 years.

Atlas Permitted to Sell 400,000 Disney Shares

From THE DAILY Bureau

WASHINGTON, Aug. 27. — The Securities and Exchange Commission today announced the issuance of an exemption order permitting Atlas Corp. to sell 400,000 shares of the common stock of Walt Disney Productions to an underwriting group headed by Goldman, Sachs & Co., Lehman Brothers, and Kidder, Peabody & Co.

Because one of Atlas' directors, Sidney J. Weinberg, is a partner in Goldman, Sachs, sale of the stock to Goldman, Sachs is prohibited by the investment company act in the absence of the exemption order granted today by the SEC.

The 400,000 shares are to be offered for public sale at $21.75 per share, with an underwriting commission of $1.65 per share. This will bring Atlas holdings of Disney common down to 3,153 shares, but Atlas has notified the SEC that it intends to exercise purchase warrants which entitle it to acquire 153,553 additional shares of the stock at $22 per share on or before October 31, 1957.

Slate Hearing on Campbell Action Frida

(*Continued from page* 1)

seph Tomlinson, key figure in the insurgent group's fight for control of Loew's.

At the same time the court will hear a motion by Nizer for dismissal of the Campbell action. Also scheduled for hearing on Friday is a motion by Tomlinson forces to reargue the action for declaratory judgment that the actions of the Tomlinson "rump" board meeting of July 30 were valid. Chancellor Seitz on Monday ruled that all actions of the "rump" meeting were invalid.

By-Laws Clarified

The new Tomlinson brief filed states that "a construction of Loew's by-laws which gives meaning to both Article II, Sec. 8 (14) and Article V Sec. 2 which shows that they have different functions and results in a construction which gives the by-laws wider scope and which would prevent an impasse such as now exists is the following:

"Article II Sec. 8 (14) controls the procedure for filling director vacancies where there is a quorum of directors in office and a quorum attend a meeting called for the purpose of filling vacancies, in such event, the attending directors vote by majority to fill the vacancies. In the instant case this would have meant that if seven directors (a quorum) had attended the July 30 meeting, four out of the seven could have filled the vacancies.

Called 'Reasonable' Construction

"This construction is reasonable and does justice to the entire Sec. 8 of Article II as dealing with powers which can be exercised only by the board meeting with a quorum in attendance and acting by majority vote. Article V, Sec. 2 deals with two situations. It is admitted by all that it deals with the situation which prevails when there are vacancies and there are less than a quorum of directors in office. We submit, however, that also dealt with the situation where there are vacancies and there is a quorum or more of directors in office and a minority refuse to attend a meeting.

"In such event the total directors in office can act by a majority and fill the vacancies at a meeting duly called for that purpose even though the by-laws quorum do not attend. Such action is not taken as a regular board meeting but instead is a meeting of the directors in office acting under a special quorum rule. That such a construction is the proper and reasonable one is to be found in the fact that when such an event occurs and there are more than a quorum of directors still in office Article V Sec. 2 calls for positive action by more directors than have to act when Article II Sec. 8 (14) is invoked. This is how the two sections differ and cover different situations. For example in the instant case, as nine directors were in office it required the vote of five to fill vacancies. If seven had appeared at the meeting four could have performed the function.

Sees 'Greater Meaning' Given

"By giving Article V Sec. 2 a broader scope than given to it by the chancellor in his opinion of Aug. 26 we give greater meaning to the by-laws and provide against an impasse caused by minority directors when there are vacancies. The chancellor's opinion leaves a blind spot in the by-laws, sofar as filling vacancies is concern when there is a quorum of direct remaining in office and they disag as to who should be elected to fill vacancies. The opinion gives minority group the power to cause impasse such as the present one a to prevent the board of directors fr functioning and managing the bu ness of the corporation as Sec. 14 (A) provides. There the statute sa that the corporation "shall be ma aged by a board of directors—but t result reached under the chancell opinion is to give a minority of t directors in office the power to ov ride the statute."

Filed by Logan and Lank

The motion was filed by Arthur Logan and Aubrey B. Lank, attorne for the defendants, Louis B. May and Samuel Briskin.

Yesterday morning Nizer, throu his Delaware counsel, Barle, Potter Anderson, filed a form of order f the signature of Chancellor Seitz, order to insure the carrying out of l rulings permitting the stockholde meeting to go on.

All the New York court mov aimed at preventing the stockholde meeting have been cleared away. Th last move in this series was before th Appellate Division of the New Yo Supreme Court Aug. 21, the day b fore the Delaware hearing.

Nizer Granted Stay

Immediately after Pollack appeale to Justice Epstein in the New Yo Supreme Court to lift an injunctio granted by Justice Morris Spector few days earlier, Nizer went into th Appellate Court and secured an orde barring the lower court from interfe ing with the stay and continuing th injunction in force.

'Possible Consequences' Impelled Plea for Reargument: Pollack

Milton Pollack, New York attorne for Tomlinson, said yesterday tha the application for reargument of th action for declaratory judgment wa taken on the advice of Delaware at torneys who believe that the cour should give further consideration t the "possible consequences of its de cision of Monday in relation to th facts in this case."

Charges Board Is 'Stultified'

Asked to elaborate, Pollack said that as a result of the opinion the board of directors "is stultified from taking any action on behalf of the company because of the refusal of a minority directors group to attend a meeting of the board."

He added that consideration can still be given by the Tomlinson forces to an appeal from the Monday ruling when Chancellor Seitz has signed an order giving effect to his decision. As of now, no decision on an appeal has been made.

ITOO Board Okays Voting Of Loew's Stock for Vogel

Special to THE DAILY

COLUMBUS, Aug. 27. — The board of directors of the Independent Theatre Owners of Ohio at a meeting here today approved the voting of the association's Loew's stock for the Vogel management, marking the first time the Ohio exhibitors' group has voted film company stock.

The vote, however, does not mean 100 per cent approval of Vogel policies, said the board.

German Drive

(*Continued from page* 1)

rent activities will be largely exploratory. He will provide the German industry with basic information on the American market and will seek to make contact with U.S. filmmakers to produce pictures at the German studios.

He also expects to arrange film weeks in the U. S. and will investigate the possibilities of acquiring a German "showcase" release theatre in New York.

Renew Appeal

(*Continued from page* 1)

closed and eight houses now operate on a part time basis only.

In 1956 Seattle collected $200,722 in admission taxes from theatres. This was a drop, however, of some 27 per cent since 1946.

Devin said the theatres last year also paid real and personal property taxes of $141,085, and business and occupation taxes totaling $4,855.

The Seattle theatres now have an investment in excess of $20,000,000 and weekly payrolls of more than $20,000, Devin said. He also pointed out that some 115 cities and towns in Washington have eliminated the theatre admission tax. He proposed a modified tax formula under which no tax would be paid on admissions of 90c or less.

The council took the matter under advisement.

elemeter

(*Continued from page 1*)

ee applicants to enter bids for nchise to be offered Sept. 18 by council in open session, although ding will be open to any responsi- bidder who may wish to compete. ether the council will offer a single nchise on that day, or two or more, not been determined, and remains open question in view of the speci- lly non-exclusive nature of the fran- se.

Percentage Can Be Raised

The minimum hid stated in the ncil's legal offer-to-sell is two per it of the gross revenue to the city, t bidders are free to raise that per- ntage figure, or to combine such rcentage offer with a cash offer in dition, according to public utilities ard manager T. M. Chubb. Sealed ls are asked for, to he opened in council session and subjected to ction-type competition. If council nits itself to offering a single fran- ise at this time, according to attor- ys who have been following devel- ments closely, applicants may run dding to the six-figure level in order gain a time advantage, both in ening negotiations with the tele- one company and the city depart- ent of water and power, for use of les and conduits, and in offering y-television to the public.

Consent Decree Doesn't Apply

The board, which handled the mat- r swiftly, today quickly settled the ng-standing question as to whether h exhibitor entering the pay-televi- on field is simply extending his thea- e's capacity or engaging in a sepa- te business enterprise. Opposition to he FWC - Telemeter application, hich had been made by Skiatron, nc., on the ground that both compa- ies were subsidiaries of consent-de- ree companies, went down before the tatement made to the board in a let- r by FWC council Laurence Peters, eviewing the consent-decrees' history nd pointing out that regulations im- osed on companies "involved only censing motion picture feature films theatres to which the public is ad- nitted on payment of an admission rice."

Skiatron Letter Read

The board secretary read a letter rom Skiatron, which said, "We here- ofore raised the question as to possi- le violation of anti-trust laws by cer- ain applicants for a franchise. We had esponsibility to give such notice to he city. We hope you will feel we ave fulfilled our responsibility."

Sugarman Substituting

COLUMBUS, Aug. 27 — Charles Sugarman, treasurer of Independent Theatre Owners of Ohio, has been named by the board of directors, as temporary executive secretary to serve until a full-time successor to Robert Wile, resigned, is chosen. Sugarman also heads the committee named to screen applicants for the Wile post.

REVIEW:

The Joker Is Wild

Paramount—VistaVision

IT IS THE fashion these days in film biographies to present the characters of famous personalities (some of whom are still living) with unflinching candor and realism—no matter how unpleasant the facts may be. That is the pattern that Paramount has followed in tracing the career of Joe E. Lewis, well-known night club comic and sometime singer. His story is called "The Joker Is Wild," which was also the name of the book about his life on which this film is based.

As depicted in this picture Lewis is a sympathetic character at the start—an aspiring if brash young singer whose vocal chords were badly damaged when he was brutually beaten by Chicago gangsters in prohibition days. But once launched on a different career as a nightclub comedian, he becomes an increasingly irksome and unattractive individual to watch. Alcoholic bouts and abusive treatment of friends who try to help him along the way are not sufficiently motivated and combine to make him a thoroughly mixed-up heel by the time the picture reaches its end.

That's the way the character is written, and that's the way that Frank Sinatra plays it in a performance that is earnest to the core. The latter's name is, of course, much more meaningful to a majority of motion picture patrons than is that of Lewis. The two women in his life are enacted by Jeanne Crain and Mitzi Gaynor, who are also valuable assets for the marquee.

Only the most ardent devotees of Lewis will be able to tell how close Sinatra comes to imitating the special delivery the comedian employs for his sophisticated nightclub patter. Anyone in the audience should be able to perceive, however, that Sinatra is giving it a good try—especially in subduing his own unique mannerisms in early scenes in which he sings several songs. The music consists primarily of standard numbers from the '20's era.

These nightclub episodes provide passing comic relief to the sometimes sombre nature of the main issue, which is the depiction of Lewis as a man apparently bent on wilful self-destruction. His major troubles, once he has successfullv rearranged the format of his act, are romantic ones, as shown here. He first has an affair with Miss Crain, who plays a wealthy society girl so infatuated with him that she sacrifices her reputation and endures his many refusals to marry her until she can take it no more and finds someone else. On the rebound Lewis marries Miss Gaynor, who portrays a dancer whose later career in Hollywood serves to separate the couple for such long periods that they decide to divorce.

In the meantime Lewis has been drinking to excess although warned by a doctor that he is slowly killing himself in the process. He also abuses the people who try to help him—particularly his faithful piano-accompanist, who is played by Eddie Albert.

The picture was photographed in black-and-white VistaVision. Charles Vidor directed, and Samuel J. Briskin produced the script of Oscar Saul.

Running time, 123 minutes. General classification. Release, in October.

RICHARD GERTNER

Final Hearing

(*Continued from page 1*)

troduced by Councilman Maurice J. McCarthy at the mayor's suggestion, has been passed by the city council and by the board of estimate. In order for the bill to become law by Sept. 1 it will require Wagner's signature by this Friday.

New Laurel Award

The Golden Laurel Awards Management has announced the decision of its jurors to present a special award to the French featurette "The Red Balloon" at the eighth annual presentation of the Golden Laurel Awards at the Edinburgh Film Festival in Scotland on Sept. 8.

Bond Issue of WGA-W OK'd for New Building

From THE DAILY Bureau

HOLLYWOOD, Aug. 27 — Frank Nugent, chairman of the building committee, Writers Guild of America, West, has announced that the State Corporation Council's office has approved a bond issue by the guild to help finance its new building to be erected within a year.

'Chicago' Openings Set

United Artists' "Chicago Confidential'" will have its world premiere tomorrow at the Woods Theatre in Chicago, followed by a New York opening at the Victoria Theatre on Friday.

'Sayonara'

(*Continued from page 1*)

Taplinger, Warner vice-president and director of advertising and public relations, announced yesterday.

Advertising media will include newspapers, trade journals, national magazines, radio, television and billboards, under the direction of Gil Golden, national advertising manager.

In addition the company plans a wide publicity and promotion campaign, including nationwide merchandising tieups and special events. The latter will be under the supervision of Meyer M. Hutner, national publicity manager.

Two of the picture's co-stars, Red Buttons and Ricardo Montalban, are already participating in television and radio appearances on behalf of the picture. Buttons is scheduled to make national key city tours as is Miiko Taka, who has the leading feminine role opposite star Marlon Brando.



OSCAR DYSTEL & SAUL DAVID, BANTAM prexy & edit'l dir, skedded for Hollywood stay—beginning Sept 3 at The Beverly Hills—to confab with execs of all film co.'s on upcoming book-movie properties & promotions *** SAYONARA, one of BANTAM's current swift sellers, gaining great advance momentum for Nov release of Warner's pic headlined by MARLON BRANDO *** WHIT MASTERSON's master suspense novel, BADGE OF EVIL, re-tagged EDGE OF EVIL, to title-tie with CHARLTON HESTON-JANET LEIGH-ORSON WELLES U-I thriller, set for Dec. release ***

JOHN MARKLE, COLUMBIA's New England exploitationeer, met BANTAM brass in Boston last wk on special NE campaign splash for THE LAST HURRAH, to be BANTAM'd in Sept. HURRAH backing will include nat'l COLUMBIA-BANTAM co-op amusement page ads *** CURTIS CIRC CO (BANTAM distribs) 400-man field force scoring solid local airwave spots for JOE E. LEWIS taped interview in plugging of THE JOKER IS WILD book & movie *** MY MAN GODFREY a Rooster re-issue rouser in Dec—timed with U-I's release of DAVID NIVEN-JUNE ALLYSON feature ***

BANTAM boosting STOPOVER TOKYO via bookrack adv with point-of-sale cards, featuring area for local playdate imprint. STOPOVER TOKYO book-movie tie-in with 20th-FOX pic starring ROBERT WAGNER & JOAN COLLINS *** Cover line on Oct. BANTAM best-bet, JAMES A. MICHENER'S RETURN TO PARADISE, plugs MGM's UNTIL THEY SAIL, one of tales in collection by SOUTH PACIFIC author *** BANTAM & COLUMBIA execs huddling on PAL JOEY cover art, to be keyed to movie adv. JOEY book & film both set for jumpin' Nov. release ***

M. J. Clement

BANTAM BOOKS • 25 W. 45 • New York

Television Today

New Sales Company Formed in N. Y.

Flamingo Telefilm Sales, Inc., a new film sales company appointed by Flamingo Films, Inc., as exclusive sales agents, has been formed, it was jointly announced by Herman Rush and Ira Gottlieb.

Rush will serve as president and Gottlieb as executive vice-president of Flamingo Telefim Sales. The firm will establish field offices in Los Angeles, Chicago, Philadelphia and Atlanta. Main headquarters will be in New York.

Included in the Flamingo syndicated catalogue are the following: "The Country Show," featuring stars of "Grand Ole Opry"; "Cowboy-G-Men," starring Russell Hayden and Jackie Coogan; "The Beulah Show"; "Top Secret"; 96 western features produced by Universal; 155 feature films and 165 telecomics.

Cartoonists Festival To Show Prize Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 27—Twenty-five producers will exhibit the latest styles and techniques in animated television commercials and sponsored business films at the fifth annual Screen Cartoonists Guild film festival Sept. 28. The producers, who have won gold medals in New York, San Francisco, Detroit, Los Angeles, Chicago and Seattle Art Directors Club Shows, will display their films at the Ambassador Hotel.

WKST-TV Joining ABC

WKST-TV, covering Youngstown, O., and New Castle, Pa., will become a primary affiliate of the ABC Television Network when it goes on the air in October, it has been disclosed by Alfred R. Beckman, vice-president in charge of station relations.

One Man's TViews

By Pinky Herman

THEY believe in direct approach and that's no oil. In fact this IS Oil. Standard Oil (N.J.) will NBCelebrate its 75th anniversary with a special 90-minute telecast Sunday, Oct. 13 (9:00-10:30 P.M.) with an all-star program, hosted by Tyrone Power. The POWERful program will be in color and black & white. . . . In addition to his duties as ad & promotion chief, Henry S. White will also assume new post of Screen Gems' director of program procurement. . . . ABC-Paramount recording star Don Casanave has been re-booked to guestrill on Ted Steele's WOR-TV show for the third time, starting next Wednesday. . . . Maurice H. Zouary, prexy of Filmvideo Releasing Corp., has acquired the lease to the 200-seat theatre located in the Wurlitzer Bldg. on W. 42nd St. One of the largest screening halls in the east, Zouary will re-equip the premises making it available for film previews as well as reception of closed circuit telecasts. . . . Deejay and breezy WINSpieler Zeke Manners has written a letter to Hizzoner Mayor Robert Wagner offering to spearhead a local group of deejays to organize youth groups in New York to combat juvenile delinquency. Similar moves in other locales are proving successful. . . . If you, too, have received a postcard signed by Hazel Court, Patrick O'Neal and Sheldon Reynolds, supposedly from London, don't look for the English postage stamp. Cards were mailed from N. Y. to plug the preem of the new TV CBSeries, "Dick & the Duchess," Sat., Sept. 28.

☆ ☆ ☆

On special leave of absence from NBC, Bill Berns, as managing director for New York State under commissioner Robert Moses, has established remarkable success with the production of Guy Lombardo's "Showboat" at Jones Beach. This year's season has been extended to Sept. 7 and the Kern-Hammerstein classic has played to more than a million patrons. . . . Danny Thomas will make P.A.'s in ten cities prior to the CBStart of his TV'er, "Make Room For Daddy," Oct. 7. . . . ABC Film Syndication, after two weeks, has sold 13 sponsors in 60 markets for "26 Men," new adult western series produced by Russell Hayden. . . . A full-length book, "Head, Heart and Heel," based on the life of "Uncle Don" Carney, whose children programs delighted moppets and grown-ups alike for 27 years over WOR-Mutual, has been written by Bill Treadwell, veepee of the Leo Burnett Ad Agency. . . . If Dick Dudley's dulcet tones and smooth velvety music lull you to sleep these mid-nites (as his WNBC platter program does to us) it makes him sooo happy! (D.D.—Doesn't Disturb.).



M. P. DAILY picture

INTERVIEWEE David O. Selznick, who seldom appears before the press but when he does usually has a multi-million dollar picture to talk about. Yesterday's interview at his Madison Avenue office brought out national, local and trade newsmen.

Selznick Praises Toll-TV

(*Continued from page* 1)

in the "rough cut" stage and the last remaining scenic shots are being filmed in Italy now. Selznick said the picture will cost between $3,800,000 and $3,900,000 and will probably run approximately two and a half hours.

Would Sell Behind 'Iron Curtain'

Selznick told the press that he strongly favors selling product to "Iron Curtain" countries so long as the films show America in a good light and cannot be used by the Communists to serve propaganda purposes. At the same time, he pointed out, a reciprocal agreement with the "Iron Curtain" countries, whereby they would exhibit non-propaganda films, could serve to break down the barriers of misunderstanding between East and West.

Selznick said his future plans include production preparation of "Tender is the Night" and "Mary Magdalena," both of which will star Jennifer Jones and will be produced by 20th Century-Fox. He also plans to produce "Scarlett O'Hara," an operetta based on "Gone with the Wind," for the New York stage.

Fox Supplying 80 Per Cent

Asked by reporters what percentage of "A Farewell to Arms" is being financed by the Selznick Company, the producer replied that his company was putting up approximately 20 per cent and Fox was supplying the other 80 per cent.

Oscar Neu Dies

(*Continued from page* 1)

at McGrath's. Entombment will follow at Ferncliff Mausoleum, Hartsdale, N. Y.

Neu was one of the founders of the Theatre Equipment Supply and Manufacturers Association, which organization remained inactive until after World War II. In 1946 Tesma and the Theatre Supply Dealers Association held dual conventions in Toledo with the first of the Tesma trade shows which have been conducted every year since except 1950. Neu became president of Tesma at that time and remained until 1951.

Native of Buffalo

Born in 1886 in Buffalo, N. Y., Neu was an actor in his early years on the stage as well as in films produced in New York. He became a broker in motion picture film by-products in 1915 and the following year founded O. F. Neu, which later became Neumade Products Corp., of which he was president and principal owner.

Neu is survived by his wife, Adelaide; a daughter, Mrs. Helene Jones, whose husband, Lee Jones, is sales manager of Neumade Products and the current president of Tesma; two grandchildren and two stepsons.

U.A. Executives

(*Continued from page* 1)

"Legend of the Lost," "Paris Holiday," "The Quiet American," "The Vikings" and "Paths of Glory."

Krim remained in Europe for a brief vacation and is scheduled to return here next week. Picker may return at the weekend.

'Pink' Gross $183,220

United Artists' first neighborhood first-run booking in the Chicago area of "The Fuzzy Pink Nightgown" resulted in a one-week gross of $183,220 at 32 theatres, the company announced yesterday.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 42 NEW YORK, U.S.A., THURSDAY, AUGUST 29, 1957 TEN CENTS

Stellings

Appoints Five Co-Chairmen For TOA Meet

Wolfson, Forman, Krueger, Plitt, Harling on List

Leading exhibitors from the west, central south and east were yesterday appointed as co-chairmen of the 1957 tenth anniversary convention of the Theatre Owners of America by Ernest G. Stellings, TOA president. The convention will be held in Bal Harbour, Fla., November 20 to 23.



Mitchell Wolfson

Serving as co-chairmen with

(*Continued on page 4*)

WB Sales Meeting In Chicago Today

Special to THE DAILY

CHICAGO, Aug. 28.—The second in a series of Warner Bros. district and branch managers' meetings will take place at the Blackstone Hotel here with the opening tomorrow of a two-day sales conference of the company's midwest and South Prairie key personnel. Ralph Iannuzzi, Warners' midwest division sales manager, will preside.

Attending the Blackstone meetings are Ernest Sands, midwest district manager, and branch managers George

(*Continued on page 6*)

TRADEWISE on Page 2

Television Today on page 5

Loew's Meet Motions Filed

Special to THE DAILY

WILMINGTON, Aug. 28 — Two motions, one for a preliminary injunction and the other for a stay and postponement of the Loew's, Inc., meeting slated for Sept. 12, were filed in the court of chancery, here today, on behalf of Ralph B. Campbell, as plaintiff against Loew's,

(*Continued on page 4*)

Loew's Decision 'Great Relief' Says Goldstein

Former Judge Louis Goldstein, who is attorney for the Loewenstein Foundation, holders of about 40,000 shares of stock in Loew's, Inc., said here yesterday the decision of Chancellor Collins J. Seitz invalidating the Joseph Tomlinson "rump" directors meeting was a "great relief" to stockholders. He added that it was "outrageous"

(*Continued on page 4*)

Screencraft Entering Theatrical Film Field

From THE DAILY Bureau

HOLLYWOOD, Aug. 28—Screencraft Enterprises, Inc., engaged exclusively in television and industrial film production for the past five years, will enter the theatrical film production field, starting with a first picture

(*Continued on page 6*)

Follows N. Y., Coast Demonstrations

Bidding for Telemeter Is Started by Circuits

Acceptance Very Rapid, Says Balaban; Sees an 'Untapped Audience' Captured

By JAMES M. JERAULD

(Picture on Page 5)

Negotiations for Telemeter installations have been started by a number of theatre circuit heads and there also has been an inquiry from a shopping center in Indianapolis as a result of the series of demonstrations in New York and Los Angeles, according to Barney Balaban, president of Paramount Pictures, and Louis Novins, vice-president and managing director of Telemeter Corporation, a Paramount subsidiary. This information was given to the press at a luncheon at the Savoy Plaza Hotel Wednesday.

Paul Raibourn, Paramount vice-president, who also is chairman of the board of Chromatic Television Laboratories, which is planning to market a color television tube, and at the same time is a member of the board of Allen B. DuMont Laboratories, was present to answer queries. Also present for the same purpose were Paul MacNamara and Carl

(*Continued on page 5*)

Pay-TV Must Provide Quality; Hargreaves

The crucial factor that may well determine the success or failure of subscription television experiments in this country will be the quality of program output, in the opinion of Kenneth Hargreaves, president of Rank Film Distributors of America.

Hargreaves, who recently witnessed a demonstration of Telemeter here at the Savoy Plaza, said that he found the wired television system "most impressive." He said he believes the Bartlesville television experiment will be a "pointer" and will be eyed by the industry very closely.

Hargreaves thinks the Telemeter

(*Continued on page 4*)

'Big' Pictures with Wide Variety of Subjects Forthcoming, Rhoden Tells Fox Midwest Meet

Special to THE DAILY

KANSAS CITY, Mo., Aug. 28—Some first-rate entertainment is in store for the motion picture patron in forthcoming months since Hollywood has been putting the accent on "bigness" and a wide latitude in subject matter, Elmer C. Rhoden, president of National Theatres, told a convention of Fox Midwest Amusement Corp. executives and theatre managers at the Hotel Muehlebach here today.

The FMAC executives also heard Abe Goodman, 20th Century-Fox advertising director, who told them "the future is assured if both distributors and exhibitors collectively roll up their sleeves and do the kind of merchandising job which has characterized our industry since the earliest days of motion pictures."

Goodman urged the gathering to submit their comments and promotional ideas at any time. He pointed out that the men in the field have the actual day-by-day information and experience that counts in selling pictures. "Only if we work together," he declared, "can we insure the maximum boxoffice return on each attraction.

Strong Electric Corp., McAuley Consolidated

Special to THE DAILY

TOLEDO, O., Aug. 28.—J. E. McAuley Co., Chicago, is being consolidated with The Strong Electric Corp., Toledo, in a move designed to place under one direct management all of the motion picture arc lamp manufacturing facilities of General Precision Equipment Corp.

The announcement, made today by

(*Continued on page 4*)

GPL Develops Method To Compress Films

Special to THE DAILY

PLEASANTVILLE, N. Y., Aug. 28.—Engineers of General Precision Laboratory, Inc., here, which is supplying through its affiliate, National Theatre

(*Continued on page 6*)

PERSONAL MENTION

HAL R. MAKELIM, producer, will arrive in New York on Monday from Hollywood.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, will return to New York from Europe tomorrow aboard the "Liberte."

•

MILTON RACKMIL, Universal Pictures president, is scheduled to leave here this weekend for Europe. EDWARD MUHL, vice-president, will leave Hollywood today for New York.

•

RAYMOND STROSS, former British exhibitor, now a producer, will return to England from New York tomorrow via B.O.A.C.

•

NOEL COWARD will leave here on Saturday for Bermuda via B.O.A.C.

Bantam Executives Plan Trip to Coast

Oscar Dystel, president of Bantam Books, and Saul David, editorial director, will be in Hollywood for two weeks, beginning Sept. 4, for discussions with executives of all major film companies on upcoming book-film properties and promotion tie-ins.

Bantam currently has in preparation 35 books that are scheduled for film production in the near future.

New Post for Manley

The appointment of Walter H. Manley as his assistant was announced yesterday by Richard W. Altschuler, director of world wide sales for Republic Pictures. Manley has most recently been Canadian supervisor for Republic.

2 U.A. Films at Venice

Two United Artists films, "Satchmo the Great" and "12 Angry Men," have been selected for special presentation at the 18th Venice Film Festival which got underway last Sunday. The films will be shown out of competition.

New 'Pride' Dates

Stanley Kramer's "The Pride and the Passion" has been set for Labor Day engagements at Loew's State Theatres in New Orleans and St. Louis Loew's in Houston and Providence, and the Palace in Dallas.

TRADEWISE

By ONLOOKER

NEWS THAT IS just as welcome to the multitudinous Joe Vogel Partisans as the Wilmington court decision on Monday invalidating all of the actions of the Joseph Tomlinson "rump" board meeting which "elected" Louis B. Mayer and Sam Briskin to the Loew's board as Tomlinson instrumentalities, is the current report out of Wall Street that Lehman Bros. and Lazard Freres have decided to support Vogel at the Sept. 12 special meeting of stockholders. . . . Officials of the two big Wall Street firms which vote large blocks of Loew's stock (clients' as well as their own) would neither confirm nor deny the report. Nevertheless, it has gained wide circulation in the financial district. . . . Gerald M. Loeb, amusement industry securities specialist for E. F. Hutton & Co., is in Hollywood on his annual visit to the studios and with production executives. His annual cross country trip is made by auto, which gives him the opportunity to get a closer look at a cross-section of the nation's theatres, their patrons and film tastes, and at the same time to visit many of E. F. Hutton's branch offices.

IF SUGAR RAY Robinson's beef about the theatre televising of his title bout with Carmen Basilio at Yankee Stadium, Sept. 23, isn't straightened out real soon now, the element of time will count the issue out and there could be no closed circuit TV of the event. The reason is that arrangements must be made with the telephone company to lease the needed wires. To be sure of getting one in many localities, the order must be placed about three weeks in advance. Numerous other arrangements also must be made well in advance, such as the printing and selling of reserved seat tickets, arranging programming for the night and the like. Thus, it must either be a definite commitment in the next couple of days, at most, or the theatre TV-ing of the scrap is out. . . . Robinson's appetite for all the payoff he can command is behind the snafu. It's particularly unfair to Nate Halpern's TNT, with its big investment in the event and its unparalleled experience in closed circuit theatre broadcasting. . . . But it's also an obstacle to the United Artists' deal for the motion pictures of the fight. As long as Robinson is threatening not to fight, IBC won't sign the deal with U.A. . . . But with all the money there is in view, those who know Robinson best are confident there will be a fight and with TV cameras there, too.

SAN FRANCISCO reports are that Samuel Goldwyn attorneys will provide more fireworks as the parade of Fox West Coast officials, past and present, resume their trek to the witness stand when the Federal court anti-trust trial resumes there on Sept. 9. One of the hottest subjects of industry conversations for weeks, it is likely to continue so. The word out of the West also is the National Theatres attorneys have a few surprises of their own to spring when their boys have their day in court. . . . Mike Todd's two days of entertainment and exposition for 100 showmen at Asbury Park last week produced some desirable contracts for exhibition of his "Around the World in 80 Days" in the Todd 35mm. process. Typical reaction of one of the guests to the outing: "We sure enjoyed ourselves. Remind me to phone Todd and ask what he said." . . . Paramount's Telemeter demonstrations at the Savoy Plaza Hotel here made a big impress on many people, both in and out of the industry. Typical reaction: Telemeter is an efficient, workable device. We'd like to learn more about franchise terms, costs of and financing for wiring a given locality, and programming possibilities and costs.

Won't 'Allow' Fight Telecast: Robinson

"The fight will go on, but I won allow it to be televised," Sugar Ra Robinson said yesterday. The middl weight boxing champion, who scheduled to fight Carmen Basilio Yankee Stadium on Sept. 23, said would consider granting Theatre Ne work Television TV rights only if t company guaranteed him $300,000.

Robinson said that TNT h "showed bad faith from the begi ning." He said if the fight has to televised, he preferred that it not done by TNT. The fighter said th TNT's latest guarantee of 500,0 seats "means nothing to me." If th cannot stipulate dollars, Robinson e plained, he is definitely not interest in their offer.

TNT Calls Pact Binding

TNT contends that it has a bindi contract on Robinson and the Inte national Boxing Club. On Monda Robinson turned down the TNT co tract, stating that he preferred awar ing the TV rights to the Teleprompt Corporation which had guarantee 400,000 seats, surpassing the TNT o fer by some 150,000. Boxing Commi sioner Julius Helfand ordered Robi son to fight or face suspension. Ro inson replied that he would fight b without the presence of televisi cameras or radio microphones.

Col. Cartoon Series Features Two Stories

Columbia Pictures will release new cartoon series produced by UP starting in September, which will co sist of two separate stories, each run about three minutes. The serie which is entitled "Ham and Hattie will be part of Columbia's program 46 new short subjects slated for r lease in the 1957-58 season, accordi to Maurice Grad, short subjects sal manager.

Four of the new two-in-one ca toons are on the company's schedul The stars mentioned in the title wi each appear in one of the short stori in every film.

Sue U.A., Krims, Flyn

United Artists Corp., producer-wri er Milton Krims and actor Errol Flyn were named defendants yesterday i New York Supreme Court in an a tion filed by Security Discount Ass ciates, Inc. The suit, which seeks $50 000 damages, charges that Securit lost money on the picture "Crosse Swords" due to certain acts of th plaintiffs. UA is charged with havin failed to "adequately exploit" the pi ture, rights in which are said to hav been turned over to Security by Krim

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

ONCE THEY HAD CALLED HER "TRASH" AND "WANTON" — now, each was ready to kill to claim her! ready to die for her lips!



The last man alive would own her — but would he be the one she wanted ...or the one she feared the most?

THE GUNFIGHTER

THE HALFBREED



THE MURDERER



THE COWARD

UNIVERSAL-INTERNATIONAL presents

Fred MacMURRAY
Dorothy MALONE
James BARTON

QUANTEZ

CINEMASCOPE in Eastman COLOR



CO-STARRING SYDNEY CHAPLIN · JOHN GAVIN · JOHN LARCH

Directed by HARRY KELLER · Screenplay by R. WRIGHT CAMPBELL · Produced by GORDON KAY

Universal International®

Another Picture with that Universal Appeal!

Appoint Five

(*Continued from page 1*)

Mitchell Wolfson, honorary chairman, will be Albert Forman, president of Oregon Theatres Association; Paul L. Krueger, president of Wehrenburg Theatres and vice-president of Missouri-Illinois Theatres Association; Henry C. Plitt, president of Paramount Gulf Theatres; and Philip F. Harling, chairman of the Toll TV and SBA committees and an executive of Fabian Theatres, New York.



Philip Harling

In announcing the appointments Stellings said the major objective for this year's TOA convention will be to formulate and execute a plan of action to "arrest the trend of declining admissions in our theatres." He said the convention will face this problem "realistically" and tackle it "with creative thinking and new approaches."

Cleveland Salesmen Set Christmas Party

Special to THE DAILY

CLEVELAND, Aug. 28. — The Salesmen's Club of Cleveland has organized an industry Christmas party to be held Dec. 16 at a place to be announced, in which all exchange personnel from the top distributor executives to the porters will participate. This all-distributor affair, financed by a turkey donation contest, will take the place of the individual office parties. In charge of the new plan is Jim Levitt as chairman with the assistance of co-chairmen Bob Blitz of Warner Bros. and Marty Creengrass of Columbia.

Buys Georgia Drive-in

DECATUR, Ca., Aug. 28—Dr. Ed Daniels, local dentist, has taken over the Highway 12 Drive-In here. It will be operated by his father. The Daniels are making many improvements at the Drive-In, which is located south of Lithonia, with entrances on Highway 12 and the old Covington Road.

Move Up 'April Love'

The release of Pat Boone's second film, "April Love," is being moved up to Thanksgiving, according to 20th Century-Fox.

BE HAPPY GO FILMACK
FOR ALL YOUR
SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

Loew's Meet Motions Filed

(*Continued from page 1*)

Inc. The motions were set for hearing before Chancellor Collins B. Seitz on Aug. 30 at 2:30 P.M.

Actually the motions filed today do not constitute a separate or new proceeding. They are merely the legal procedure for implementing the previous Campbell request for a hearing before Chancellor Seitz, as reported in MOTION PICTURE DAILY yesterday.

At the same time, the court will hear a motion by Louis Nizer, Loew's attorney, for dismissal of the Campbell action.

Has Five-Point Objection

In his motion for a preliminary injunction, Campbell seeks to enjoin the special meeting of the stockholders, called by Joseph R. Vogel as president of Loew's, for Sept. 12 and to enjoin the use of the proxies solicited and received by the individual defendants, pursuant with the proxy statement and letter to stockholders of Aug. 9, with other materials because:

(1) The special meeting of the stockholders called by Vogel as president of Loew's was illegally called.

(2) Proxies solicited and received by the individual defendants pursuant to the proxy statement letter to the stockholders of Aug. 9 and through solicitation by use of the facilities of Loew's, Inc., as contemplated by the proxy statement are invalid.

(3) Vogel was without power to call a meeting of stockholders for Sept. 12 to elect directors to fill vacancies caused by resignations prior to the meeting of previously elected directors.

(4) Vogel, president of Loew's, was without power to call a special meeting of stockholders on Sept. 12 to amend the company's by-laws, to increase the directors from 13 to 19 and to increase the number necessary for a meeting of directors from 7 to 10 and to elect six additional directors.

(5) Vogel was without power to call a special meeting of the stockholders to remove for cause, Stanley Meyer and Joseph Tomlinson as directors and fill vacancies created by the removal of each.

The motion for a stay and postponement of the stockholders meeting was on the question as to whether or not the special stockholders meeting called for Sept. 12 should not be permanently enjoined and the proxies solicited on behalf of the individual defendants should not be invalidated, and the defendant, Loew's, Inc., be enjoined from voting the same at the stockholders meeting.

Cites Aug. 27 Conference

The motion pointed out that the court, at a conference on Aug. 27, indicated that it would not, before Sept. 12, ultimately decide the plaintiff's motion for a preliminary injunction enjoining the stockholders meeting. It is claimed:

¶ That neither Loew's, Inc., nor individual defendants would suffer any injury if the meeting were postponed until a reasonable time, following the decision of the court on the plaintiff's motion for a preliminary injunction in the event the court is not inclined to permanently enjoin the said meeting.

Warns of Disenfranchisement

¶ That the stockholders of Loew's, Inc., should have the opportunity to be advised that the proxy solicitation and other materials issued by Vogel, as president of Loew's, is not the proxy statement of the management and is his own individual solicitation.

¶ That if the court should hold that the proxies solicited by Vogel and others should not be voted at the special meeting, there is a possibility that a great number of stockholders would be completely disenfranchised and therefore be unable to vote at the meeting—or if the meeting is held, proxies may not be counted.

Hargreaves

(*Continued from page 1*)

concept of having the subscriber pay just for the individual programs he wants to see rather than putting out a flat sum at the end of the month appears to be well founded.

Asked whether he believes subscription television could gain a foothold in Britain, the RFDA head said he thinks this is quite possible, should the experiment prove successful over here. Hargreaves pointed to a problem which would pose an additional hurdle for British pay-TV pioneers. He said that the method used here to circumvent FCC approval by resorting to the use of cable would not be applicable in Britain. Governmental approval, Hargreaves said, is necessary.

Strong Merged

(*Continued from page 1*)

Arthur J. Hatch, president of Strong Electric, also stated that, for the immediate future, Strong will furnish to the trade the McAuley products, Hycandescent and Peerless Magnarc projection arc lamps. Replacement parts for these lamps also will be supplied by Strong Electric. Orders for both equipment and replacements parts for McAuley lamps will continue to go to the Chicago McAuley plant.

A Pioneer in the Field

Strong Electric, one of the pioneer manufacturers of theatre equipment, manufactures a complete line of motion picture projection arc lamps, rectifiers and reflectors.

PEOPLE

James Hart, office manager f Columbia Pictures in Atlanta, has s signed to join Buena Vista there regional auditor.

□

Charles E. Hahn, for over 30 yea a familiar figure in motion pictu projection, an engineering executi of the J. E. McAuley Manufacturi Co., makers of Peerless lamps, a in later years its operating head, h announced his retirement.

□

Mrs. Elizabeth Muecke has be named manager of the Princess The tre, Mount Dora, Fla. She replac **Larry King**, who has accepted a the tre circuit post in Georgia.

□

Dee Lowrence (Mrs. Leo Katch in private life), formerly of t M-C-M home office publicity d partment, is now representing t Women's News Service syndicate c the West Coast.

'Great', Says Goldstein

(*Continued from page 1*)

that stockholders of Loew's shou be confronted with "such a dishearte ing situation."

"At the annual stockholders' mee ing last February," Judge Goldste continued, "Mr. Tomlinson promise to go forward and work with t board of directors and management. was charged in open court last Thur day in Delaware before Chancell Seitz that Mr. Tomlinson had acte in bad faith toward the company i holding his 'rump' meeting last Jul 30, when he sought to gain contr of the company by having his assoc ate, Stanley Meyer, made presider of Loew's, while he (Mr. Tomlinso would become chairman of the boar

"This scheme was exposed in cou by Mr. Louis Nizer, the distinguishe attorney, who gave a full descriptio of the plan to oust president Josep R. Vogel, in whose integrity the stock holders had placed their confidence It is outrageous to the stockholder of Loew's, Inc., to be confronted wit such a disheartening and shamefu state of affairs. It is gratifying to rea the learned decision of Chancello Seitz, which thwarted Mr. Tomlinson efforts.

"The stockholders are looking for ward to the meeting on Sept. 12, whe a complete exposure of the affairs o the corporation will be made. I attend ed the proceedings in the Delawar Court of Chancery last week, and i was amazing to hear the revelation made in court. I commend Mr. Voge for the stand he has taken in this mat ter, and I congratulate Mr. Nizer o his capable presentation of the situa tion on behalf of the interests of th corporation and its stockholders."



M. P. Daily picture

THE SUMMING UP. Paul MacNamara, ane af the Telemeter men wha had as guests yesterday inquiring news and trade reporters, tells amusingly abaut the many haurs he talked, and the hundreds he met, same amusing, all intelligent, and amongst them he said, exhibitars enterprising and "pragressive." With him, Carl Leserman (partially hidden), Barney Balaban, Lauis Navins, Paul Raibaurn.

Telemeter Bidding Starts

(*Continued from page* 1)

eserman, the latter inventor of the elemeter apparatus.

MacNamara named the Century rcuit, S. H. Fabian, Stanley War- r, RKO, Loew's, Butterfield, omerford, Durkee, Skouras and J. thur Rank as among the circuits aking active inquiries about anchise terms. Famous Players anadian Theatres, a Paramount subliary, and Fox West Coast Theaes already have the Telemeter anchises.

MacNambara said exhibitor acptance was taking place "faster an we had dared to anticipate."

Films, Mostly, He Says

As he did during the demonstraons the previous week, MacNamara id that the bulk of the entertainent to be provided by Telemeter obably would be films, but he ointed out that other forms of proamming—sports events, musical proams, possibly stage plays and eduational material—would probably be cluded as experience was gained handling the new medium.

Novins said that the National eague of Professional Baseball lubs was interested in making an rangement for the pay-as-you-see lecasting of big league games. here these go into the territories minor league clubs the major agues will be willing to compensate e minors, he said.

Balaban Queried

Balaban replied to a question about rogramming by saying that there as always been an untapped auence for films and that it was timated four out of five of the posble patrons were not seeing picures.

"We have been searching for a eans of reaching that audience," e said, "and it seems to us that Telemeter is the answer."

He added that the company had been forced by television competition to look for additional markets, because present promotional methods and public relations efforts had not turned up sufficient revenue.

In reply to a query as to whether it would be possible to turn out enough pictures to fill the "insatiable" demand for TV entertainment, Balaban said that if the revenue possibilities were evident the demand for pictures would be met. He pointed out that theatre experience had shown pictures can be exhibited profitably several times each week and he could see no reason why this same system would not apply to films for TV.

First-Run Pictures Likely

He said it was possible first-run films might be included in the pay-as-you-see programs where there are enough subscribers to make the showings profitable. These probably will be limited to cities where there are 2,000 or more subscribers. Other showings of films will depend on local conditions and agreement will have to be worked out with exhibitors who apply for and receive franchises.

Paramount will not operate any of the local franchises, Balaban said. This was in reply to a question whether the pay-as-you-see operation would be affected by the anti-trust decrees.

Raibourn added to this by saying that wherever an exhibitor asks for and receives a franchise it will be the duty of the company to supply whatever pictures he is willing to buy and that the price would be regulated by public demand, as it is for theatres.

Advertising programs will not be supplied, Raibourn said. Several advertising agencies have inquired about this.

The following written statement was given out at the close of the discussion:

"We will study each situation and the problem which each situation presents as we do in the licensing of our product to conventional theatres and drive-ins. We will consider the situation, the market in that situation, what the new medium can produce for us in revenue. We will consider the new medium as though any customer came to us and asked for our pictures. We will look at the situation and endeavor to work out terms based upon the factors in that situation."

Television Today

Pay-TV Condemned At VFW Encampment

Special to THE DAILY

MIAMI BEACH, Aug. 28. — A resolution blasting pay television and urging the Federal Communications Commission to reject it was passed unanimously by the 58th national encampment of the Veterans of Foreign Wars here today. The resolution said the great mass of veterans, many of whom are in low-income brackets and rely on TV as a vital form of family entertainment, would be deprived of their present free programs.

Explaining the VFW action, Commander-in-Chief Cooper T. Holt said, "Many of the veterans have invested a great deal of money in their TV sets and the upkeep and many are still making payments. The sets were bought originally with the implied understanding that television would remain free."

Holt added, "If public service programming were to disappear, and if special announcements within the body of present popular television programs were abolished, as would be the case under pay-television, one of the most effective devices the nation has for promoting national defense programs would be eliminated." He said the cost to the government would run into millions of dollars each year and the damage to the national defense might be substantial.

TV Shorts for 'Missouri'

HOLLYWOOD, Aug. 28. — Patrick Ford, vice-president of C. V. Whitney Pictures, has engaged Frank and Patrick Perrett to produce nine specially-filmed three-minute television subjects to be telecast over 200 stations about two months prior to the general opening of "Missouri Traveler."

On Tex, Jinx Show

ASCAP president Paul Cunningham and band leader Paul Whiteman will be interviewed on the Tex and Jinx television show today.

ABC Creates New Stations Department

A new department, the stations department, encompassing all the former activities of the station relations department, and, in addition, inaugurating a new concept in special services offered to an affiliate by a network, has been announced by Robert Eastman, American Broadcasting Network president.

Edward J. DeGray assumes the new title of vice-president in charge of stations, Eastman said.

Will Help Local Situations

"The newly expanded department," Eastman said, "will work toward the end of adding strength to local programming. This is important because local programming and network programming complement each other and, naturally, increased audience for local programs benefits network shows, and vice versa.

"The department will be separate from regular network services provided, and those assigned in various areas will work full-time with our affiliates."

NBC Starts 'M Squad'

"M Squad," half-hour adventure series starring Lee Marvin as a plainclothesman on the Chicago Police Department, will make its debut on the NBC television network Friday, September 20. It will be sponsored alternately by the American Tobacco Company and Hazel Bishop, Inc.

MGM All-Color Pilot

Production of an all-color pilot film for M-G-M-TV's new half-hour series, "Northwest Passage," will begin Sept. 9. Keith Larsen and Don Burnett have been signed to co-star with Buddy Ebsen in the series based on the novel by Kenneth Roberts.



The Monarch
Only De luxe Service Every Night, Overnight New York to London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.

Israel Allocates 280 Licenses to MPEA

At the Tuesday meeting of the Motion Picture Export Association the board learned that the Israeli government has allocated 280 import licenses, following the same plan this year as last. The MPEA board discussed labor negotiations pertaining to three Brazilian towns and left the matters up to decisions by the local film boards.

'Gold Deal' Approved

On the topic of the Philippines, the group was informed that the proposed "gold deal" has been cleared by the U.S. government. Also it was reported that Leo Hochstetter, MPEA's Far Eastern representative, would return to Manila from Hong Kong to continue discussions with the Philippine government. He was scheduled to arrive in Manila yesterday.

MPEA also heard that negotiations are underway with the Indonesian monetary board to clear up unremitted balances from 1952 through 1956. The number of Indonesian licenses has been reduced from 240 to 200 for the year ending August 31, 1958. In addition, 25 licenses for U.S. films were awarded to local independent distributors.

September Meeting Slated

The subject of extension of licenses for Eastern Europe will be carried over to the September 4 meeting of MPEA called by Eric Johnston.

Film Joint Ventures Are Studied in New Tax Book

The complexities involved in applying tax laws to joint venture or partnership deals are comprehensively detailed in a new book, "The Joint Venture and Tax Classification" by Joseph Taubman, just published by Federal Legal Publications, New York. Mr. Taubman's study pays special attention to specific problems of the motion picture industry which has in recent years experienced such an increase in independent production. The 26-page chapter devoted to the application of tax laws to film industry activities discusses several famous tax cases, with particular reference to motion picture "coproduction deals" and partnership or joint venture arrangements involving major company financing of independent actor, director or producer companies.

Vaughan to R. C. & J.

HOLLYWOOD, Aug. 28. — Al Vaughan, long-time top-tier publicity director, with Samuel Goldwyn, Walter Wanger and Sol Lesser among the leading producers whose public-relations departments he has headed, today joined Rogers, Cowan and Jacobs, public relations company, as manager of the motion picture productions publicity department.

Five Mexico City Theatres Closed by Earthquake Reopen But 22 Still Not in Operation

Special to THE DAILY

MEXICO CITY, Aug. 26. (By Air Mail)—Five of the 27 theatres closed after the July 28 earthquake have reopened but the remaining 22 are still not in operation. Three are practically in ruins, some have not completed repairs, and others are held to be unsafe by city officials because they lack enough emergency exits.

The houses that have been reopened limit their patrons to orchestra seats, as the balconies have not been approved for use. All five of those reopened are second runs.

The two most important closed houses are the Cine Roble, MGM showcase, where "The Barretts of Wimpole Street" was doing good business at the time of the earthquake, and Cine Arcadia, showcase for French, Spanish and Italian films. The building that houses the Roble was hard hit.

Legion Approves Five As Unobjectionable

Five features are rated as unobjectionable for general patronage, five as unobjectionable for adults, nine as morally objectionable in part for all and three are condemned in the Aug. 22 estimate of films of the National Legion of Decency.

The Class A, Section 1 rating, morally unobjectionable for general patronage, included: "Destination 60,000," AA; "Gunsight Ridge," U.A.; "Spook Chasers," A.A., and "Operation Madball," Col.

Those listed in Class A, Section B, morally unobjectionable for adults, were: "Chicago Confidential," U.A.; "Escapade," DCA; "Unknown Terror," 20th-Fox; "Oklahoma Woman," AIP, and "Rock All Night," AIP.

In Class B, morally objectionable in part for all, were: "Action of the Tiger," M-G-M; "Black Patch," WB; "Domingo Kid," Col.; "Every Second Counts," DCA; "Golden Virgin," Col.; "Jet Pilot," U-I; "Lovers' Net" (Fr.), Times; "Man of a Thousand Faces," U-I, and "Teenage Doll," A. A.

The condemned features were: "Mademoiselle Striptease," DCA; "Passionate Summer" (Fr.-Ital), Kingsley Int'l, and "Stella," Col.

Suit Filed on 'Keaton'

Mae Elizabeth Keaton, now known as Jewel Steven, filed a $5,000,000 damage suit in New York Supreme Court yesterday against Paramount Pictures involving its production, "The Buster Keaton Story." She states in the suit that she was married to Keaton 22 years ago, and the picture based on the life of the silent-film comedian "falsely and maliciously portrayed her as having married Keaton while he was intoxicated and for the purpose of trading on his name."

Seltzer Rites Today

HOLLYWOOD, Aug. 28. — Services will be here tomorrow at Home of Peace Chapel for Mrs. Rebecca Bryan Seltzer, 76, who died yesterday following a long illness. The deceased, widow of the late Jacob Seltzer, Philadelphia exhibitor, is survived by three sons, Frank, Walter and Jules, all engaged in Hollywood production activity.

Chicago Theatre Files Triple Damages Suit

Special to THE DAILY

CHICAGO, Aug. 28. — A triple damages suit claiming that the Vogue Theatre is held back in playing position has been filed by Coniglio Vogue Theatre Corp. against Paramount Film Distributing Corp., United Artists Corp., Loew's, Inc., 20th Century-Fox Film Corp., Universal Film Exchanges, Inc., Warner Bros. Pictures Distributing Corp., and the Balaban & Katz Corp.

The complaint, filed in U. S. District Court here by the law firm of Thomas C. McConnell and W. Donald McSweeney, alleges that the defendants are in a conspiracy to monopolize Loop and first subsequent run exhibition of motion pictures in Chicago. It also states that pursuant to this conspiracy the defendants devised a system of releasing films whereby they are first shown exclusively in the theatres in the Chicago Loop, including Balaban & Katz's Roosevelt, Chicago, State Lake, United Artists and Garrick theatres; also that while the motion picture is being played in the Loop it cannot be shown in any other theatre in the city of Chicago.

Charge Value Is Dissipated

The suit further states that the motion pictures are subsequently released for playing in the neighborhoods on successive runs in various zones set up by the defendant distributors, and that by the time the picture is made available to the Vogue Theatre, the exhibition value has been largely dissipated by the prior runs in the Balaban & Katz theatres, and that the various zones which are arbitrarily set up by the defendants are designed to favor the Balaban & Katz theatres. Plaintiff is therefore asking damages in the amount of $750,000. Defendants must answer by Sept. 20.

Glenn A. Gorham, 60

DETROIT, Aug. 28.—Funeral services were held here yesterday for Glenn A. Gorham, 60, president of the Butler Engineering Co., and husband of Alice N. Gorham, director of publicity and advertising for United Detroit Theatres. He died here last Saturday night.

WB's Meeting

(*Continued from page* 1)

Lefko, Chicago; Joe Baringhouse, Detroit; and J. M. Wechsler, Milwaukee; South Prairie district manager Hall Walsh and branch managers R. C. Borg, Kansas City, and Lester Bona, St. Louis. Also, branch managers R. H. Dunbar, Des Moines, and A. W. Anderson, Minneapolis.

Present from the home office are Roy Haines, general sales manager; Norman H. Moray, short subjects sales manager, and Larry Leshansky, supervisor of exchanges.

Screencraft Enters

(*Continued from page* 1)

next month, general manager Marc Frederic has announced.

The company will deliver 12 films to Astor Pictures for distribution over a two-year period from January. The first will be "She Demons," by Michael Francis, which starts Sept. 12.

Frederic Sees Future Bright

Frederic said, "I have put money into this deal, as have my partners, because we believe the future of motion pictures is better than it ever was. Our policy is exploitation pictures, with first consideration given to entertainment."

GPL Develops

(*Continued from page* 1)

Supply, the basic equipment passage to Video Independent Theatres for its telemovies in Bartlesville Okla., have also developed a new electronic method of compressing CinemaScope and VistaVision films. This is necessary, it is pointed out, so such films can be projected to home TV screens without noticeable cropping or distortion of the picture.

Canadian Amusement Tax Revenues Down

Special to THE DAILY

OTTAWA, Aug. 28.—Net general revenues of provincial governments from amusement taxes are estimated to be down to $18,910,000 in fiscal year ending March 31, 1958, in contrast to $20,120,000 in preceding 12 months, Canadian Government reports for the nation as a whole. Such admission taxes were generally lower in most provinces this year except for gains in Nova Scotia and Newfoundland.

Case of Manitoba Cited

The report points out that changes in the amusement taxes were made lately in some provinces. In Manitoba, the amusement tax has again been reduced and tickets not exceeding 50 cents in price are now exempt from the tax, with the result that the estimated reduction in provincial government's revenue due to this change is $150,000. In Alberta, the amusement tax will now apply only on admission prices over 60 cents at an estimated loss to the provincial government of $420,000.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 43 NEW YORK, U.S.A., FRIDAY, AUGUST 30, 1957 TEN CENTS

Show to Go on

TNT Wins in Dispute Over Bout Telecast

Teleprompter Given Rights In Four Cities Only

By NORMAN MORRIS

The Robinson-Basilio fight scheduled to be held at Yankee Stadium on September 23, will definitely be carried by closed circuit television in theatres throughout the United States and Canada, it was reported here yesterday after a dispute over television rights was settled in a special meeting called by Julius Hel-

(*Continued on page* 5)

U.A. Sets 5 Regional Sales Meets in Sept.

James R. Velde, United Artists general sales manager, will hold five regional sales meetings in September to set detailed distribution plans for the company's new release program, it was announced yesterday by William J. Heineman, UA vice-president in charge of distribution.

Velde, with eastern and southern division manager Milton E. Cohen,

(*Continued on page* 5)

Rome Metro Drive-in Is First on Continent

Special to THE DAILY

ROME, Aug. 29—The Metro Drive-In here, first Continental European drive-in, including England, and first bi-lingual theatre of its kind, opened yesterday to capacity business of 800 cars. Mario Lanza, who is starring in "Seven Hills of Rome" for M-G-M, appeared in person.

The flick-of-the-switch for receiv-

(*Continued on page* 5)

Television Today

Page 6

Over 300 Homes Set For Telemovies Bow

Special to THE DAILY

BARTLESVILLE, Okla., Aug. 29.—Over 300 homes will be hooked to the coaxial cables here for the start of the telemovie operation next Tuesday, according to Henry S. Griffing, president of Video Independent Theatres, sponsor of the operation. Five work crews which have been installing the equipment will be bolstered within 15 days by three more to provide service for several hundred other telemovie applicants. There are three men in each crew.

Louis Ratliff, Oklahoma City, head

(*Continued on page* 2)

20th-Fox Sales Meet Set for Next Week

Twentieth Century-Fox will hold a home office meeting of all district and division managers Sept. 5 and 6 at which Alex Harrison, general sales manager, will outline distribution plans for release of David O. Selz-

(*Continued on page* 3)

'Pajama' Grosses $28,000 In Music Hall Opening

Warner Bros.' "Pajama Game" was heading for an opening day's gross of $28,000 in its engagement at the Radio City Music Hall, managing director Russell Downing estimated late yesterday. He said the gross would be a record for a non-holiday opening.

Lazarus Cites Progress Of Golden Jubilee Fete

Rapid progress is being made on both coasts to set up a series of events for the industry's Golden Jubilee celebration, Paul Lazarus, chairman of the MPAA advertising and publicity directors committee, told that group at a luncheon here yesterday at the Harvard Club. He said that both the studio directors' committee, under Jack Diamond, and the New York Golden Jubilee celebration committee, under Martin Davis, are working to make the event

(*Continued on page* 2)

Wagner Signs N.Y. Tax Bill



IT'S OFFICIAL NOW: The measure to exempt from New York City tax the first 90 cents on all matinee picture theatre tickets became law yesterday as Mayor Robert F. Wagner, flanked by two assistants, put his signature to the bill. On hand to represent the industry at the ceremony yesterday in the mayor's office were Harry Brandt, president of ITOA, and Emanuel Frisch, board chairman of MMPTA. The bill goes into effect on Sunday.

Grounds Lacking

Deny Plea for Reargument Of Loew Case

Tomlinson's 'New View' Of By-Laws Is Rejected

Special to THE DAILY

WILMINGTON, Del., Aug. 29—Chancellor Collins J. Seitz today denied a motion for reargument in the case of Joseph Tomlinson, as plaintiff, against Loew's; Louis B. Mayer and Samuel Briskin. The chancellor's denial was on the grounds that the motion of the individual defendants does not set forth grounds which would warrant a possible change in the conclusions set forth in the opinion he delivered Monday.

The brief stated that "the individual defendants, whose election as directors on July 30, 1957 was held invalid in this court's opinion of August 26, 1957, have moved for reargument. Their motion is based upon a 'new' view as the proper construction of Article II, Sec. 8

(*Continued on page* 3)

New Brief Filed by Tomlinson's Attorneys

Special to THE DAILY

WILMINGTON, Aug. 29.—Another in the swift procession of court moves to prevent the holding of a special meeting of Loew's, Inc., stockholders was presented to the Court of Chancery today by Joseph Tomlinson's attorneys. It was in the form of a brief for consideration by Chancellor Collins J. Seitz at the hearing scheduled for today.

The Tomlinson attorneys charged

(*Continued on page* 3)

Gannaway International Formed as Nevada Firm

From THE DAILY Bureau

HOLLYWOOD, Aug. 29.—Albert C. Gannaway has announced the formation of Gannaway International as a Nevada corporation, capitalized for 10,000,000 shares of common stock, of which 4,500,000 is held by 4,000

(*Continued on page* 2)

PERSONAL MENTION

PAUL MacNAMARA, vice-president of International Telemeter Corp., and CARL LESERMAN, member of the board, will leave New York today for Hollywood.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures will leave the Coast today for New York.

•

KAY HARRISON, managing director of Technicolour, Ltd., will arrive here today from London via B.O.A.C.

•

GEOFFREY MARTIN, director of advertising-publicity for Rank Film Distributors of America, and STEVE EDWARDS, advertising-publicity manager, will return to New York today from New Orleans.

•

DAVID O. SELZNICK and MERVIN HOUSER, advertising-publicity director for the Selznick Company, returned to Hollywood yesterday from New York.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, will return to New York today from Rochester and Boston.

•

MARILYN ROSE BRANSON, daughter of WALTER E. BRANSON, RKO Radio vice-president, will be married tomorrow at St. Joseph's Church, Bronxville, to LT. MARTIN ROBERT MILLER, U.S.M.C.

•

SAM ZIMBALIST, producer, has arrived in New York from the Coast.

•

GRACE WAGNER, of the 20th Century-Fox publicity department, will leave here over the weekend for a vacation in Europe.

•

LEO PILLOT, exploitation manager for Rank Film Distributors of America, will return to New York today from Minneapolis and St. Paul.

•

JAMES LARKIN, theatrical sales representative for B.O.A.C., returned to New York yesterday from Los Angeles.

•

FRANK MELFORD, producer, will leave Hollywood on Sunday for New York.

No Paper Monday

MOTION PICTURE DAILY will not be published on Labor Day, Monday, Sept. 2, a legal holiday.

Golden Jubilee Progress

(*Continued from page* 1)

an outstanding all-industry campaign —"the like of which has not been seen since the Movietime USA program in 1952."

Doob, McCarthy to the Coast

Oscar A. Doob, executive coordinator of the advertising and publicity directors committee and Charles McCarthy, information director of COMPO, at the invitation of the studio publicity directors committee will go to Hollywood the week of September 8 to work out details of the cross-country Golden Jubilee tour. The month-long Golden Jubilee celebration will begin Oct. 14 in Los Angeles and will wind up in New York with a two-day celebration on November 7 and 8.

Exhibitor Groups Contacted

COMPO is presently canvassing exhibitor groups in all key cities where the touring group is expected to stop for personal appearances. It is contemplated that exhibitor groups in each of the scheduled stop-over cities will organize celebration activities to make the best use of the visiting star delegation.

The New York celebration committee under Davis has already presented a tentative two-day program supported by state and civic departments to make the New York Celebration a success.

Committee Reports Heard

The committee heard reports on a number of public relations activities now in progress including the "Operation Movie-going" radio test in Rochester and Denver, the advertising billings study, the editors' and publishers' presentation and the community reel for the use of exhibitors in their local promotional activities.

A 38-point exploitation and promotion program was discussed and committees will be appointed to study and report on those suggestions considered by the committee as suitable for further consideration and possible adoption in the program. Chairman Lazarus also made a brief report on the joint all-industry institutional and public relations campaign.

Telemovie

(*Continued from page* 1)

of the installing teams, said yesterd that hook-ups are being made rapidly as possible for TV set own desiring it. He said subscribers had be sold twice on the service—once allow them to put a small switch the rear of the TV set and the oth to sell them on the idea of telemovi

Most of the TV set owners balk the idea of someone attaching son thing to their sets, according to Ra liff. "It seems," he pointed out, "th are afraid we will damage their set

"After installation," he continue "the subscriber seems satisfied. Act ally the switch is very small and quires only two small screws in t rear panel of the set."

Small Equipment a Problem

Ratliff added that hook-ups are b ing slowed by the lack of connecto and other small pieces of equipme He said no shutdown had resulted b connections were running considerab slower than requests for the servi were coming in.

Video plans to use September as "preview month," to check on rece tion and iron out any wrinkles th may show up, according to Griffin Subscribers will not be charged un Oct. 1, when the regular rate of $9. a month will go into effect.

Griffing said he is encouraged the interest the local citizens ha shown in telemovies, "although, course," he added, "we realize it w take some time to build up the f potential."

'Premiere Week' Oct. 1-6

Video is planning a "premie week" Oct. 1-6, when many leadi industry figures are expected to co to Bartlesville to observe telemovi

A number of film company repr sentatives and other industry figur already have visited the "telemov center" in downtown Bartlesvil where technicians have been worki for weeks to get ready for the ope ing.

Meanwhile, an intensive kickoff a vertising and promotion campaign being pushed here under direction Phil Hays, Bartlesville manager Video Theatres, who will be the i mediate supervisor of the debut.

ASN Sells Production Equipment to Edward

Special to THE DAILY

TORONTO, Aug. 29.—Associated Screen News has formally concluded a deal whereby Edward Productions of Montreal will take ASN out of motion picture production except for its newsreel and theatre trailers, Murray Briskin, executive assistant to the president of ASN, announced today. The deal has been in negotiation for some time and is expected to be formally signed within the next few days.

The terms provide for Edward Productions to purchase ASN's production equipment and rent its studio and some office facilities. ASN will continue to produce theatre trailers and the Canadian newsreel content for Universal, News of the Day and J. Arthur Rank, and will concentrate its activities on the operation of its laboratory.

'Sun' Gross $121,000

Darryl F. Zanuck's "The Sun Also Rises" grossed $121,000 in its opening week at the Roxy Theatre here, ending yesterday, according to managing director Robert C. Rothafel.

75 Dates for 'Pink'

Russ - Field's "The Fuzzy Pink Nightgown" has been set for 75 area premieres across the country in September by United Artists.

Gannaway Int'l

(*Continued from page* 1)

stockholders with the company retaining 5,500,000.

The company will have diverse interests, according to Gannaway, "including television, technical resources, possibly even other fields such as oil," in addition to theatrical motion pictures.

Technicolor Ready for Amateur Processing

Technicolor processing for 8mm and 16mm Kodachrome movie film is now available for amateur photographers in New York and Hollywood, the company states. Services available from the New York plant include processing of Anscochrome, Ektachrome and Kodachrome acetate base, type C prints and dye transfer prints.

At the present time printing services are not available through the Hollywood plant, although all types of color film are processed.

A $2,000,000 laboratory will be available next summer for Technicolor operation in Hollywood to serve the expanding amateur demand. Technicolor is supplying dealers with counter displays and a "Pre-Paid Processing Label" which will enable photographers to mail exposed film direct to Technicolor and have it returned to their homes.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Harvey Reinstein has joined Republic Pictures as salesman in the New York territory. He was formerly with Buena Vista for three years as sales representative in Jacksonville and New York.

□

D. L. "Danny" O'Brien, branch manager in the Los Angeles area for Altec Service Corp., has been named manager of the company's Western division with headquarters in Beverly Hills. Additionally, C. S. **Perkins,** general manager of the company, has appointed **M. L. A. Scott** as field manager in the Los Angeles territory and **H. J. Nelson** field manager in the San Francisco area.

□

George Zischank, manager of the Utah Drive-in Corp., has been transferred by Sero Amusement Corp. to San Diego, where he will become operations manager for the company.

□

William T. Murphy, formerly with New England Theatres Inc., in various managerial capacities, most recently at Hartford, has joined Lockwood & Gordon Theatres, New England circuit.

□

Marion Billings, of the M-G-M home office publicity department, has taken over her new duties as assistant to **Fred Goldberg** at Blowitz & Maskel.

□

Benn Jacobson has resigned as executive director of casting and talent at RKO Radio, effective tomorrow. He will leave New York on Monday for Hollywood.

20th-Fox Sales Meet

(*Continued from page* 1)

nick's "A Farewell to Arms" and Jerry Wald's "Peyton Place," in addition to other of the company's fall and winter releases.

Vice-president Charles Einfeld and members of his merchandising staff will tell the gathering of the special national pre-selling campaigns being devised for each picture.

Attending the meetings will be division managers Glenn Norris, Central-Canadian; Martin Moskowitz, eastern; and Harry G. Ballance, southern.

Also, district managers Abe Dickstein, Atlantic; Al Levy, northeast; Thomas O. McCleaster, central; Morton A. Levy, midwest; Peter Myers, Canadian; Paul S. Wilson, southeast; Mark Sheridan, Jr., southwest; and Reville Kniffin, west.

Home office sales executives participating will include Clarence Hill, Frank Carroll, Jack Bloom, Roger Ferri, Ted A. Shaw, David Ornstein, Eugene McEvoy, Harry Mersey, Sam Fishman and Larry Ayres.

Deny Plea for Reargument of Loew Case

(*Continued from page* 1)

(14). They suggest that the Loew's by laws involving the filling of director vacancies, Article II Sec. 8 (14) and Article I (2), can be construed so as to give each a different function when a quorum of directors is in office. This would prevent the impasse which they say now exists.

Cites Covering Article

"Individual defendants commence by arguing that Article II, Sec. 8 (14) applies only when there is a quorum of directors in office and in attendance. Thus, under their construction, it would have no application to a meeting where there is no quorum in attendance though in office. They say the latter situation would then be covered by Article V (2).

"I have noted in the earlier opinion that the exercise of the power granted by Article II Sec. 8 (14) is subject to the quorum requirement of 5 of Article II. Obviously the exercise of the other powers listed in 8 is also subject to that quorum requirement.

"After fixing the quorum requirement of 5, Article II then provides that when less than a quorum shall be in attendance . . . those present may by majority vote adjourn the meeting to another date.

Action Without Quorum Barred

"The foregoing language therefore explicity contemplates and embraces the situation where an attempted exercise of the powers granted by 8 may be frustrated by the absence of a quorum. In such a case no action can be taken. This language would be meaningless as applied to the power granted by 8 (14) if that provision only applies when a quorum is in attendance.

"But the individual defendants in effect suggest that of the general quorum requirement insofar as 8 (14) is concerned should be narrowed so as to give Article V 2 a construction which would permit it to apply to a situation where there is a quorum in office but not present. There is nothing in the language of Article II standing alone which would justify the more limited construction of 8 (14). And I do not believe the suggested consequence of this court's construction of Article V 2 is so strained or unreasonable that this court should strive to reach the construction suggested by the individual defendants. . . ."

Treats 'Blind Spot' Allegation

"The individual defendants say that the court's construction leaves a "blind spot" in Loew's by-laws insofar as filling vacancies is concerned when there is a quorum in office and when they disagree as to who should be elected to fill such vacancies.

"I recognize that in the director-officer vacancy field Loew's has two by-laws, thus raising a problem of construction in those fields which does not arise as to the other powers granted by Article II, 8, nevertheless for the reasons here given and for those given in the earlier opinion I conclude that the motion of the individual defendants does not set forth grounds which would warrant a possible change in the conclusions set forth in the August 26, 1957, opinion. The motion for reargument will therefore be denied."

Tomlinson Files a New Brief

(*Continued from page* 1)

that the stockholders' meeting had not been validly called; that shareholders do not have the power to act on the matters scheduled for consideration at the Sept. 12 meeting; that the call was an attempt to frustrate the power of the board of directors to function as the management of the corporation and was a breach of the fiduciary obligations of president Joseph R. Vogel and his associates; that they are usurping the power and authority of the board of directors in furtherance of Vogel's personal objective to remain in office.

Plaintiff Is a Stockholder

These allegations were filed by the law firm of Lovan, Marvel, Boggs and Theisen on behalf of Ralph B. Campbell of Lexington, Ky., a stockholder.

Louis Nizer, special attorney for Loew's, had previously filed a brief with the Chancery Court identifying Campbell as a partner of Joseph Tomlinson in a hotel operation at Lexington and asking for a dismissal of the case as a part of the Tomlinson campaign to seize control of the company.

Claim State Law Violated

The Tomlinson brief charged that Vogel lacked power to call the special meeting because the subjects listed had not been previously considered by the board of directors. It also asserted that an attempt to fill board vacancies at a special meeting was in conflict with the Delaware corporation law and that under the law vacancies on the board must be filled at the annual meetings.

The fact that the Tomlinson forces attempted to fill vacancies at the "rump" meeting July 30 was not mentioned.

The brief also charged that the absence of Vogel and his supporters on the board from the "rump" meeting was an attempt to frustrate the directors while they were functioning and was a breach of their fiduciary obligations.

Sees Board Power 'Frustrated'

In conclusion the brief states: "Vogel's misconduct cannot be corrected at a stockholders' meeting. The proxy holders comprising Vogel and his associates who have cooperated to frustrate the power and authority of the board of directors cannot be trusted to be neutral. They are actually the guilty ones.

"The special meeting of stockholders should be adjourned or stayed until the annual meeting. The president should not be allowed through the tactics encountered herein to head off the investigation of his conduct which is the incumbent directors' lawful right and duty by adding at his instance friendly faces of his choice to the board, which has been packed to his advantage.

'Basic Injury' Detailed

"The basic injury here will be from an uninformed, misled stockholder group who have meantime given up their proxies to the wrongdoers. There is no time within which this can legally and fairly be corrected and a failure of the court to enjoin Vogel's unlawful acts and the shareholders meeting which is the apex of his unlawful plan and conspiracy will cause irreparable injury to the corporation whose business affairs are exposed unchecked to the will of this man whose stewardship of corporate affairs has been repudiated by the directors who are the lawful management of the company."

Locust Theatre Leased

PHILADELPHIA, Aug. 29.—The Locust Theatre, originally opened as a motion picture theatre in 1927 with the showing of "What Price Glory," and in the past 20 years operated as a legitimate theatre by the Shubert interests, has been leased for this coming season by Manny Davis, theatrical producer, for the presentation of stage plays, concerts and recitals.

'Miss Union Maid' Name

Roberta Goldstone, a secretary at Screen Gems, has been selected as "Miss Union Maid" by a committee acting for the Home Office Employees Union, Local H-63, IATSE. A cocktail party in her honor will be held on Tuesday at the Hotel Piccadilly. Hosts will be Screen Gems and the union.

Dr. Hill Leaves MPRC

HOLLYWOOD, Aug. 29. — Dr. Armin Hill, member of the Motion Picture Research Council Engineering department for the past eight years, has resigned to become dean of engineering and science at Brigham Young University, Provo, Utah.

Dedicate Dining Hall

PHILADELPHIA, Aug. 29.—The dining hall at the Variety Club Camp for Handicapped Children was dedicated in memory of the late Jennie Supowitz, mother of David E. Supowitz, theatre architect.

Motion Picture Daily Feature Reviews

The Disembodied

Allied Artists

HOLLYWOOD, Aug. 29.

Voodoo drums are booming a good part of the way through "The Disembodied," released in tandem with "From Hell It Came," for double-thrill-bill purposes, and some of the booming backgrounds ritualistic gyrations by the voodoo queen and her followers that a Minsky would have difficulty in distinguishing from the brand of runway exercises for which his works were famed. The star of these voodoo sessions, and the feminine lead in the picture, is Allison Hayes, to whom falls the difficult assignment of playing civilized wife of a British doctor and jungle witch capable of transplanting a living person's personality into a dead person's body. On this unusual story idea producer Ben Schwalb has based a voodoo melodrama on a par with most of the other double-thrill-bill material being turned out profitably this summer by nearly every studio in Hollywood.

Paul Burke, as an author-lecturer touring Africa; John E. Wengraf, as the white psychologist studying native life and magic; and Eugenia Paul, as the native wife of a faithful house servant who gets slain by his mistress, give principal support to Miss Hayes. Miss Hayes' trouble seems to be, according to the screenplay by Jack Townley, that she's tired of her psychologist husband, Wengraf, and yens to captivate Burke as a first step toward getting away from her husband and the jungle. In the course of her undertaking she successfully captivates quite a number of males, both native and visitor, ridding herself of them when she chooses to do so, by voodoo devices ranging from pin-in-doll murder on up through mystic machinations too incredible to synopsize. She comes, of course, to no good end.

Direction by Walter Grauman is equal, most of the way, to the job of making the extremely unrealistic voodoo manifestations look realistic.

Running time, 65 minutes. General classification. Release not set.

WILLIAM R. WEAVER

From Hell It Came

Allied Artists

HOLLYWOOD, Aug. 29.

Voodoo and related varieties of jungle magic figure fundamentally, but by no means exclusively, in the creation of the "It" in "From Hell It Came," released in tandem with "The Disembodied" for double-thrill-bill purposes, and even though most audiences figure to credit the mysterious happenings in the wake of a miscarriage of jungle justice to voodoo, the notably literate script by Richard Bernstein leaves a loophole open for those who choose to credit the events to bomb-fall-out to do so. Interpreted either way, the melodrama brings into the field of what's been called science-fiction, or nature-fiction, the unique idea of bringing the dead back to earth in a different form—in this case bringing back a man in the form of a tree—than the departed one left in. This idea, susceptible of a thousand variations, is a cinch to be widely borrowed and freely used in the double-thrill-bill future.

The scene of the Bernstein screenplay, from a story by himself and Jack Milner, is a Pacific island within fall-out range of an atomic bomb explosion that has caused enough damage to natives to prompt the government to send a medical-science expedition there, headed by Tod Andrews as Dr. Arnold, to do what can be done for the natives and gather all relevant data. To the headquarters of the expedition comes Tina Carver, as Dr. Terry Mason, who's been placing her profession ahead of romance a good while, and to both of them, and their aides, comes big trouble from a native woman who tells them her illicit beloved, a witch doctor for whose affections she has testified falsely against her husband and got him executed, has thrown her out. While the doctors are wrestling with this situation they hear of a strange growth rising from the ground where the executed husband is buried, and when they go to investigate they find a woody object, like a tree trunk, with the executioner's knife sticking in it at about where its heart should be, and they give it an intervenous injection in an effort to save its life if indeed it should be a living thing. Next morning it's gone, after wrecking the laboratory, and in the course of the day it catches up with and slays the dead man's wicked wife and her faithless lover before being shot by Arnold and left to perish in a bed of quicksand.

Production is by Jack Milner, with Richard Bernstein and Byron Roberts in association, and direction is by Dan Milner.

Running time, 71 minutes. General classification. Release not set.

W. R. W.

The Unholy Wife

RKO—Universal

DIANA DORS, BRITAIN's entry in the well-stacked platinum blonde derby, here makes her American debut in a solid melodrama photographed in Technicolor. Miss Dors is obviously one of those people whom gentlemen prefer, but as "The Unholy Wife," she's anything but a fly-brained cutie. She's a tough, cold-blooded doxie who plots, and almost succeeds in carrying out, the perfect crime. It's a substantial performance, though largely an unappealing one from the audience standpoint.

The audience will respond to, and remember, however, the performance of Rod Steiger as the husband-made-cuckold by Miss Dors. It is a compelling well-rounded characterization and sets the tone for the production which has been meticulously directed by John Farrow from Jonathan Latimer's screenplay. The central situation is hardly a novel one (the restless wife who decides to do away with her husband in favor of a younger, more handsome admirer), but as detailed in the writing, direction and performances of the above, it is a grimly fascinating story without pretensions.

Steiger is seen as wealthy, rough-hewn California wine grower who marries Miss Dors, a lady of no visible means of support, after a very brief courtship principally to adopt her young son as his heir. All goes well for a time until the bored wife takes up with a passing cowhand, Tom Tryon. Using the fear of a prowler who has been reported around the house, Miss Dors plans to murder her husband when he returns home late one night. By chance, however, she murders his best friend but, ever adaptable, she pursuades her husband to take the blame for accidental manslaughter and then sets out to frame him for a first degree rap.

How fate eventually catches up to Miss Dors need not be disclosed here. The ending, though overly protracted in the telling, is neat and ironic.

Giving excellent support to the stars are Beulah Bondi, as Steiger's mother, whose vague hallucinations first provide Miss Dors with her prowler alibi and then, at the climax, her undoing; Arthur Franz, as Steiger's brother, a priest who is instrumental in breaking down the blonde's original story, and Joe De Santis, as Steiger's best friend. "The Unholy Wife," because of its theme, is designed strictly for adults.

John Farrow also acted as producer. William Durkee wrote the original story. The film is an RKO production with Universal acting as distributor.

Running time, 94 minutes. Adult classification. Release, in October.

VINCENT CANBY

Death In Small Doses

Allied Artists

HOLLYWOOD, Aug. 29

The anti-sleep pills known in general as "bennys," and in the particular case of the long-distance freight truckers as "co-pilots," come in for a proper exposing as responsible for many a traffc disaster, and for an uncounted percentage of mental disorders, in this straightforward melodrama based on their illicit distribution, sale and use. With Pete Graves, Mala Powers and Chuck Connors in top roles, and with the title to remind millions of the "Saturday Evening Post" article of the same name on the same subject, the picture has distinct marquee value in addition to its unmistakable screen merits.

The screenplay by John McGreevey opens with Graves accepting an assignment from the U.S. Food and Drug Administration to investigate the widespread use of "bennys" by truck-drivers on the West Coast. Posing as a student driver, he finds lodgings in the home of Miss Powers, widow of a driver whose death, under the influence of "bennys," is dramatically depicted in the opening footage.

Graves makes his first trip or two as partner-driver to Roy Engel, who is on the point of giving him information he needs to know about the pills when he is killed by unidentified persons. He then rides with Connors, a loud and openly admitted user of "bennys," who goes mad from their use and is subdued with difficulty by Graves. In the hospital Connors tells Graves who is selling him his pills, and with this lead he runs into deeper trouble, and danger of being murdered, when he discovers that Miss Powers is a partner in the outlaw ring.

Production by Richard Heermance is to the point and steadily moving, with the players furnishing consistent performances under Joseph Newman's strong direction.

Running time, 79 minutes. General classification. Release date, in August.

W. R. W.

Fannin Joins NTA as Divisional Sales Head

The appointment of Glenn Fannin of Dallas as south central division sales manager of NTA Pictures, Inc., was announced yesterday by A. W. Schwalberg, director of NTA. Fannin formerly occupied executive sales positions with the I. F. E. and D. C. A.

'Jacqueline' Bow Set

The Rank Organization's "Jacqueline" will have its American premiere at the World Theatre in Philadelphia on Sept. 11.

'NT Victor

(*Continued from page* 1)

ıd, New York State boxing comssioner.

According to the agreement rked out, Theatre Network Teleion will handle the entire televi-n production and will carry the ht to all cities contracted with the ception of four. TNT has agreed license the Teleprompter Corporan, which had also sought the thea- TV rights, to "book as many eatres as they are able to in Amalo, Tex.; Orlando, Fla.; Metford, e., and Duluth, Minn."

TNT will guarantee Sugar Ray obinson $255,000 and will pay welweight champion Carmen Basilio 10,000. In addition to financial arantees, TNT stated that it has ade available a total seating capcity of 500,000.

Has 165 Houses, Says Halpern

Nathan L. Halpern, president of NT, said that the company had ready contracted with 165 theatres 122 cities to carry the fight tele-st in the U.S. and Canada. He lded that tickets are already on sale most theatres.

Irving Kahn, president of Teleompter, said the boxing commisoner is to be congratulated for his ccess in bringing the dispute to a appy conclusion. Teleprompter, he id, will supply TNT with any adtional equipment and personnel ey may need.

Kahn added that the greatest conession in the meeting came from the aternational Boxing Club which has ow agreed to hold open bidding on ll future closed circuit telecasts. He aid "we're delighted with the outome."

Ford Sworn In as Member of FCC

From THE DAILY Bureau

WASHINGTON, Aug. 29.—Frederick W. Ford was sworn in as a mem-er of the FCC today. The commision thereupon regained its full seven-nan strength for the first time since he resignation of former chairman George C. McConnaughey became effective on July 1.

Ford served the FCC in various capacities between 1947 and 1953, and hen transferred to the Justice Department, where he became an assistant ttorney general. While he was an FCC lawyer, Ford was active in the American Broadcasting - Paramount Theatre merger case among other important proceedings. He ended his earlier tour of service with the FCC as chief of the Broadcast Bureau's hearing division.

Correction

The Greek film "Stella" was incorrectly identified as a Columbia Pictures release in a story reporting the picture has been condemned by the Legion of Decency in yesterday's MOTION PICTURE DAILY. The picture is actually a Joseph Burstyn release.

REVIEW:

The Careless Years

Bryna—United Artists

THE YOUNG PEOPLE of today are probably not greatly different from the young people of previous generations, but the approach is different and the attitude of the elders changes with the times. Here is a dramatically effective, well handled presentation of a typical pair of high school youngsters in love, fighting their own better judgment and that of their parents, but caught in a web of emotional complication.

Edward Lewis, who produced and wrote the film for Bryna Productions, has caught intelligently and with feeling the thoughts and conflicts of the young lovers, and has maintained a high level of good taste and circumspection in the presentation of the story. Arthur Hiller, director, has succeeded in drawing out of his young players performances of quality and honesty.

The youngsters are Dean Stockwell and Natalie Trundy, the former a child star of several years ago, who is somehow remindful of James Dean in looks and deportment, with, however, less of the brooding melancholy of the late Dean. He gives every evidence of a bright future, offering a performance of quiet skill. The girl, a comparative newcomer as well, has appealing good looks, competence and a homey, attractive personality. Barbara Billingsley and John Stephenson are capable as the girl's parents, while John Larch, as the working man, father of the boy, offers a sincere and moving performance which is outstanding.

The boy and girl meet at a teen-age party, are attracted to one another and their mutual feeling ripens into love. They, however, are careful to keep their feelings in check, although on several occasions their desire for one another almost overcomes their innate scruples. And on these occasions in particular, the two young players offer performance bits which would do full credit to players twice their years and experience.

When parental refusal appears to erect an insurmountable blank wall before them, Stockwell suggests that they go to Mexico to be married in secret. First they engage a room at a motel for a month, planning to return to it that night after they are married. But there, Larch finds them, having elicited the information from Stockwell's brother, and in a poignant and well-done scene, Larch knocks his son down and leaves. The girl, witnessing the fight, comes sharply to realize how wrong their intentions are, and returns to her home. Weeks later, after wandering aimlessly, it is understood, Stockwell returns to the motel room, takes his belongings, and a sadder but much wiser young man, returns to his family, school and a reassurance from the girl and her parents that the future is not hopeless, if it is taken in proper stride.

The selling should concentrate on the teen-agers. It presents a problem and a situation with which they are quite familiar and treats it in honest, intelligent and entertaining terms.

Running time, 70 minutes. General classification. Release, in September.

CHARLES S. AARONSON

UA Meetings

(*Continued from page* 1)

will head conferences with personnel of the Cincinnati, Detroit, Indianapolis and Dallas branches. Western division manager Al Fitter will preside with Velde at planning sessions in Denver.

District and branch chiefs to participate in the meetings, which will begin in Cincinnati on Sept. 10, include central district manager Sidney Cooper, southern district manager George Pabst, West Coast district manager Ralph Clark, Cincinnati branch manager Jack Finberg, Detroit branch manager Syd Bowman, Indianapolis branch manager Ed Bigley, Dallas branch manager James Clemens and Denver branch manager Bud Austin.

Metro Drive-in

(*Continued from page* 1)

ing either Italian or English version of the film caught the immediate fancy of the movie-going public, according to Lee Kamern, M-G-M managing director for Italy. The idea of open air movie, playground, snack bar and general layout was a new experience for Italian film-goers, Kamern stated. It is located 10 miles from the heart of Rome and marks the sixth foreign drive-in to be operated by Loew's International.

'Spanish' Opens Sept. 8

The Rank Organization's "The Spanish Gardener" will have its American premiere at the Sutton Theatre here on Sept. 8.

National Pre-Selling

HOWARD HUGHES' "Jet Pilot" is being pre-sold by full-color page ads whose colors are as attractive as an autumn sunset at sea. These hard selling ads are appearing in the August, September and October issues of "Life," "Look," "This Week," "American Weekly," "Photoplay," "Modern Screen," "Motion Picture," "Screen Stars," "Movie Life," "Movieland," "Movie Star Parade," "Movie Fan," "True Story," "Movie Mirror," "Screen Life," "True," "Silver Screen," "Hollywood Screen Parade," "TV & Movie Screen," "Movie Show," "Filmland," "TV Movie Fan," "Screen Land," "Movie & TV Spotlight," "Movie World" and "Hollywood Stars."

•

"The Pajama Game" has been selected by "Redbook" as the picture of the month for September.

•

Camden, Maine, a spick and span New England town that has a Greek outdoor theatre and flowering plants growing from its street lamp posts, was selected for locale scenes in the filming of "Peyton Place." A New Englander's first novel, "Peyton Place," has been No. 1 on the best-selling list for most of the year.

Sensing a good pictorial story, "Life" sent a camera crew to photograph the town folks, many of whom will appear as extras in the film version of "Peyton Place." The "Life" story is in the August 26 issue. One photo shows 528 town folks, turned actors for a day, being paid off. A gray haired lady extra, after she has been paid, finds the easiest way to avoid the crowd is to get on her hands and knees and climb under the pay table.

•

Ruth Harbert has a pictorial text story on Cary Grant in the September issue of "Good Housekeeping." Production stills of "An Affair to Remember" and "The Pride and the Passion" are prominently displayed. There is also a photo of Cary with Mae West in "She Done Him Wrong."

•

"Sayonara" by James Michener is being published by Bantam Books in advance of the November release of the Warner film.

•

"Operation Mad Ball" receives considerable promotional assistance in the September issue of "Seventeen." Jack Lemmon, Mickey Rooney and Ernie Kovacs, the film comedy stars, are shown on a two-page spread depicting the tactics used by a group of GI's, stationed at an American hospital base in France after World War II, throwing a party for a bevy of nurses.

WALTER HAAS

FEATURE REVIEWS

Daughter of Dr. Jekyll

Allied Artists

HOLLYWOOD, Aug. 29

There is a more substantial link with plausibility in this melodrama, released in a tandem bill with "Cyclops," than is to be found in most productions being paired up these days for double-exploitation programs, and the top names—John Agar, Arthur Shields, Gloria Talbot—have more marquee magnetism than is commonly the case. The plausibility, to be sure, is predicated on one of the most respected implausibilities in English literature, the Dr. Jekyll story itself. But this is no flaw in a film that most people, having admitted the possibility of the Dr. Jekyll story, can be expected to find stimulating. (Arthur Shields' performance as a Dr. Jekyll-esque killer is as good as any that's come across in a long while).

The script by Jack Pollexfen, who also produced the picture, opens with Miss Talbott, the late Dr. Jekyll's daughter, arriving at the home of her guardian, Shields, also a doctor, accompanied by her fiance, Agar, on a moon-lit night. Quickly they learn that moon-lit nights are dreaded around the area, due to murders occurring on such evenings rather regularly, and it isn't long before Shields, an expert hypnotist, has Miss Talbott (and for a while the audience too) thinking she's committing the continuing murders in her sleep. Agar, who actually isn't very deeply involved in the story until near the fearsome end of the murder trail, does away with the killer, who is of course the doctor, by driving a stake through his heart in the Dr. Jekyll tradition.

Edgar G. Elmer directed with a definite flair for the fright type of story.

Running time, 71 minutes. General classification. Release in August.

W. R. W.

Cyclops

Allied Artists

HOLLYWOOD, Aug. 29

There is a better use of trick photography in this melodrama, released in a tandem bill with "Daughter of Dr. Jekyll," than is to be found in most productions being paired up these days for double-exploitation programs, and the top names—James Craig, Gloria Talbott, Tom Drake and Lon Chaney, Jr.—aggregate greater billing strength than is common to the category. It is to be said in the interest of accuracy that the optical and sound effects, furnished by Consolidated Film Industries and Ryder Sound Services, Inc., respectively, are more importantly responsible for the fright-power of the picture, which is considerable.

The script by Bert I. Gordon, who also produced and directed the picture, opens with the four principals taking off from a Mexican town, in a plane financed by Miss Talbott, on a flight into forbidden interior regions where she believes her fiance, whose plane crashed there three years ago, is still alive. Chaney is along to discover uranium deposits if possible. Drake is the hired pilot. Craig is a scientist. The party lands, unpremeditatedly and to escape disaster, in a canyon area virtually paved with priceless uranium and inhabited by gigantic animals—not the pre-historic kind of animals, but contemporary species whose members, due to radiation or something, do not stop growing at the normal size. The title derives from a gigantically over-sized man, who has lost one of his eyes and his power of enunciation, and whom the audience is free to credit as Miss Talbott's lost fiance if it chooses to do so. The story ends with Craig killing the man by throwing a flaming spear into his good eye.

The combining of animal enlargements with the normal-sized actors is excellently accomplished by writer-producer-director and technical-effects expert Gordon.

Running time, 75 minutes. General classification. Release in August.

W.R.W.

Gunsight Ridge

United Artists

Another saga of Arizona territory in 1885. At Soldier Springs, a stagecoach connection for Bancroft, a stranger gets off the train and is apparently surprised to find there are other passengers besides himself. Joel McCrea is the handsome stranger, and he remains politely mysterious when a pretty girl, Jean Weldon, and her companion wonder about his business in Bancroft, where her father, Addison Richards, is the sheriff. In a brawl with roistering ranch hands, who like to frighten the old sheriff, McCrea borrows a gun long enough to prove that he is something of a fancy shot, breaking up the gang activity.

Mark Stevens portrays a card player, who McCrea suspects of being the masked bandit sought by the sheriff. McCrea then reveals the fact that he is a special agent of Wells-Fargo Express, assigned to solve the series of robberies in the territory. He then puts together the case against Stevens. At "Gunsight Ridge"—a natural obstacle that surmounts the horizon, the two shoot it out, with Stevens falling dead and McCrea riding back to Bancroft to take over in the sheriff's house, with his daughter and his badge of office as part of the rewards. Folks never tire of such stories of the old West.

Robert Bassler is named as the producer, Clarence Eurist as associate producer, and Francis D. Lyon as director.

Running time, 85 minutes. General classification. Release, in September.

WALTER BROOKS

Television Today

Filmaster, Studio Film Merge Commercial Units

From THE DAILY Bureau

HOLLYWOOD, Aug. 29.—Two TV commercial subsidiaries, Filmaster Productions and Studio Film Service, have been merged into an organization to be called Filmercial Productions. Filmaster is headed by Robert Stabler, and Studio Film by Jack Rabin and Louis de Witt.

James H. Chapin, former general manager of UPA Enterprises, including its TV film syndication division, is joining Filmercial as general manager.

In the new enterprise, the facilities of Studio Film Service will be moved immediately into the present Hollywood headquarters of Filmaster, at California Studios. Service will include complete optical departments and a fully staffed organization for all phases of animation, titling, editing and special effects, as well as insert stages.

Although merging their commercial facilities, both Studio Film Service and Filmaster will continue to operate independently in other phases of their businesses.

Pitt. Radio Station Is Purchased by AB-PT

American Broadcasting-Paramount Theatres, Inc., has purchased, subject to approval by the Federal Communications Commission, radio station KQV in Pittsburgh, Pa., it was announced yesterday by Leonard H. Goldenson, president of AB-PT, and Earl F. Reed, president of Allegheny Broadcasting Corp.

KQV, the second oldest radio station in the country, operates on 1410 kilocycles with 5,000 watts and is owned by Allegheny Corp. The transaction was effected by the purchase for $700,000 of all the Allegheny stock from the trustees under two voting trusts. Reed, who is also a partner of the Pittsburgh law firm of Thorp, Reed & Armstrong, and Irwin D. Wolf, Jr., vice-president of Allegheny and a prominent Pittsburgh merchant, are the trustees.

Disneyland to Start New Season Sept. 11

ABC - TV's "Disneyland" kicks off its fourth season Wednesday night, Sept. 11, with a special musical show bringing together all of the Walt Disney contract talent.

The new season's Disneyland series will feature 26 "all-new" programs, including a new outdoor live-action series, "The Saga of Andy Burnett." This will co-star Jerome Courtland and Jeff York in six complete hour-long productions. The first three will be seen on consecutive Wednesday nights early in the season.

Who's Where

Three executive appointments in the Mutual Broadcasting System were announced by executive vice-president **Bertram J. Hauser. Harold M. Wagner** has been named program director while **Joseph F. Keating**, former MBS executive producer, has been designated manager of program operations. **Henry R. Poster**, former manager of research for Mutual and more recently a research executive with the American Broadcasting Company, has been named director of research and sales promotion.

□

Robert F. Stolfi will rejoin CBS Television Network Sales, assigned to the sales development department of the network's Chicago office effective September 1.

□

Screen Gems has named **Henry S. White** to the new post of director of program procurement, it was announced by **Ralph M. Cohn**, vice-president and general manager. In his new assignment, White will seek to bring outstanding independent producers, directors, writers and performers into the Screen Gems fold.

□

John A. Stearns has been named an executive producer with the American Broadcasting Network, it was announced by **Robert E. Eastman**, president.

□

Leon H. Cagan has been appointed manager of Latin American Operations, NBC International, Ltd.

Plan Five Series for Educational Project

Five new series of live national television programs will be presented over the country's educational TV network beginning Monday, Oct. 28, as part of the educational television project undertaken by the National Broadcasting Company and the Educational Television and Radio Center, at Ann Arbor, Mich.

The Fall programs will constitute the second half of the joint effort of NBC and the center to connect the non-commercial ETV stations in a live network. First part of the project was conducted earlier this year.

Programs will be developed in the fields of the International Geophysical Year, current affairs, American resources and in two other areas. Details will be announced later. Each of the five series will include 10 sessions to be telecast over a 10-week period and will be presented each weekday night from 6 to 6:30 p.m., EST.

NBC will underwrite the costs and be responsible for development of three of the series; the Center will underwrite and produce the other two.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 82, NO. 44 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 3, 1957 TEN CENTS

ovels, Plays

ox Sets 37 or Definite 958 Release

roducers: Adler, Wald, muck, Selznick, Engel

20th Century-Fox has definitely 37 productions for its 1958 re-se program, based primarily on st - selling ovels and w York stage ays, it was intly announced yesterday by Spyros Skouras, esident, and ecutive producer Buddy ller.



Spyros P. Skouras

The line - up cludes 24 pictures by Adler, ree Darryl F. muck productions, four by Jerry ald, two by David O. Selznick d four by Samuel G. Engel. A tal of 35 will be filmed in Cinema-

(*Continued on page* 5)

ATSE Board Opposes oll-TV; Upton a V-P

Special to THE DAILY

CLEVELAND, Sept. 2—The na-onal executive board of the IATSE as gone on record as opposing paid levision, MOTION PICTURE DAILY as told here by Richard F. Walsh, sociation president, who added, ve are also investigating closed-cir-uit motion picture policies, but be-re taking a stand in this matter

(*Continued on page* 4)

TRADEWISE on Page 2

Television Today on page 4

Telemovies Begin Today

Special to THE DAILY

BARTLESVILLE, Okla., Sept. 2.—The "world's first telemovie family" was selected late last week in a public drawing contest on the eve of the start of operations of the pay-as-you-see TV system. Telemovies makes its first public bow here tomorrow.

The contest to select a "telemovie family" was part of the promotional campaign being conducted by Video Independent Theatres, local sponsors

(*Continued on page* 4)

Plea to Halt Board Confab Heard

Decision Reserved on Staying Loew's Meet

Nizer Counters Logan Attack on Vogel, Files Memo Opposing Injunction Plea

Special to THE DAILY

WILMINGTON, Sept. 2—A verbal and legal battle that lasted nearly two and a half hours between Louis Nizer, defending Joseph Vogel, president of Loew's, Inc., and Arthur G. Logan, declaring for Ralph B. Campbell, ended when Chancellor Collins J. Seitz reserved decision on Campbell's application to enjoin the Loew's stockholders meeting scheduled for Sept. 12.

Other developments in the case was the filing of a memorandum by Loew's opposing the plaintiff's motions for a preliminary injunction to enjoin the shareholders meeting, or, in the alternative, to stay or enjoin the meeting, and a Loew's memoran-

(*Continued on page* 4)

For Improved Film Merchandising

Hyman Urges Quality Release Information Year in Advance

Encouraging response from distributors to a three-point program aimed at relieving the tendency to release strong product only at holiday times and in mid - summer is reported by Edward L. Hyman, vice - president of AB - Paramount Theatres, who devised the plan and presented it to the companies.



Edward L. Hyman

Hyman's program calls for release schedules arranged so as to provide an orderly distribu-

(*Continued on page* 5)

Industry Bills Up At Next Session in Jan.

From THE DAILY Bureau

WASHINGTON, Sept. 2.—With the adjournment of Congress at the weekend a number of bills of major interest to the industry are left until the 1958 session for final determination.

Among these are the Compo effort to obtain passage of a bill raising the admission tax exemption from the present 90 cents to $2. A House Ways and Means subcommittee will meet

(*Continued on page* 5)

REVIEW:

Operation Mad Ball

Jed Harris—Columbia

UNDER THE TITLE of "Operation Mad Ball"—a title which is to be taken literally with "mad ball" translated as "party"—producer Jed Harris has concocted a merry and amusing service comedy. For its comic effects it ranges from scenes of broad farce to some passing satirical thrusts at "red tape" in the army.

At a preview in a neighborhood New York theatre recently the audience began chuckling right away over the efforts of Ernie Kovacs as a "go-by-the-book" captain to heckle Jack Lemmon as a private who

(*Continued on page* 5)

Doerfer, of FCC, Hails America's TV Progress

From THE DAILY Bureau

WASHINGTON, Sept. 2—A statement hailing the television industry as a living example of American initiative and private enterprise was issued at the weekend by Federal Communications Commission Chairman John C. Doerfer. The statement was made in connection with National Television Week, to be observed Sept. 8-14 this year.

Doerfer said that as recently as

(*Continued on page* 5)

SDG, SWG, AAP Sign For 10 Post-'48 of WB

From THE DAILY Bureau

HOLLYWOOD, Sept. 2. — The Screen Directors Guild and the Screen Writers Guild (West) have jointly announced a settlement with Associated Artists Productions Corp. covering the interests of directors and writers in 10 post-1948 Warner Brothers pictures purchased by AAP for television.

The directors guild, basing its de-

(*Continued on page* 5)

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, returned to New York over the weekend from the Coast.

•

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, has returned to New York from Europe.

•

RODNEY BUSH, 20th Century-Fox national exploitation director, will return to New York today from a vacation at Cape Cod.

•

ARTHUR M. ROSEN, Stanley Warner executive, will return to New York today from Europe.

•

ANDREW STONE, independent producer for M-G-M, and MRS. STONE have arrived in New York from the Coast.

•

JOHN WAYNE has returned to New York from London via B.O.A.C.

•

SAM ZIMBALIST, producer, returned to Hollywood at the weekend from New York.

•

MITCHEL RAWSON, of the M-G-M publicity department, will return to New York today from a vacation in upstate New York.

•

CONSTANCE CARPENTER will leave here for London today via B.O.A.C.

•

PRESTON AMES, art director for M-G-M's "Gigi," has returned to Hollywood from Paris.

Tells Plan for Independents To Aid Oscar Telecast

George Seaton, president of the Academy of Motion Picture Arts and Sciences, has reported that he has commitments from 30 independent producers and personalities to contribute one-fourth of one per cent of their picture grosses toward financing the next telecast of the Academy Awards, a spokesman for the Motion Picture Association revealed here at the weekend.

The Academy board is scheduled to meet on the subject this Thursday, and Seaton is scheduled to appear before the MPA board Sept. 9 to present an argument for similar contributions from association members.

TRADEWISE

By ONLOOKER

DAVID O. SELZNICK's views on exhibition and distribution, expressed at his press conference here last week, while just as interesting as Mike Todd's, lacked some of the latter's humor and showmanly delivery. . . . Selznick says a fixed distribution charge, the same whether a good or a bad picture is involved, makes no sense and cannot be justified economically. He could be right. But apparently the alternative has eluded David. He didn't say how he thinks it should be done so there is nothing to examine and to decide whether it would be worth trying and what its chances of surviving a practical test would be. . . . We do know this, however. If Selznick has a better plan than the one now in use he ought to come right out with it. It's just possible that he might not only see things changed to suit him better, but he might also be paid for making the suggestion. Providing, of course, that what he has to suggest, works. . . . Why shouldn't he be paid for it? The industry has paid and is paying thousands to sundry industrial relations counsellors and efficiency experts to study existing distribution methods and suggest improvements. So far as the trade at large is aware none of them has come up with anything yet that hasn't been thought of, tried and discarded long ago. If David can top them, he's our boy.

CAPT. HAROLD AUTEN, veteran distribution executive and for long the American representative of Greater Union Theatres of Australia, several weeks back wrote a letter to the trade press urging all who had the best interests of the industry at heart to buy Loew's stock and vote it for Joe Vogel's program, to go out and personally solicit other Loew's stockholders to support Vogel and do all in their power to keep the Vogel management in office and to oust the guerrilla Tomlinson faction. . . . The other day an attorney for the Securities & Exchange Commission perhaps prodded by a Tomlinson agent, grilled Auten extensively on his interest in the Loew's contest, his reasons for taking a public stand, whether he owned Loew's stock and did he know proxy solicitation action needed to have the approval of the SEC under Regulation 14B. . . . A critic of the Kremlin wouldn't have been on a hotter spot in Moscow. Auten owns no Loew's stock, let it be said. His interest is limited to the welfare of Loew's and its future as a vital source of product for Australian theatres, which are his immediate interest and for all theatres thereafter. . . . Those West Coast reports that Bill Dozier had decided to take his departure from RKO in the fall are denied all around by the studio.

ISN'T RANK FILM Distribution of America's experience here to date tending to prove Rank's John Davis wrong in his repeated charges that the failure of British pictures to make progress in this market was due to a conspiracy, prejudice, avarice or what have you on the part of a greedy American industry? . . . RFDA is making a fine showing in most sections of the country. The industry is putting no obstacles in its way. Everyone is glad to see the new company make progress. They hope it continues. No one is envious, even. . . . Apparently proving that if you are serious about getting a job done, you do it yourself. You don't expect someone else to do it for you and start making unpleasant noises when they tend to their own business instead of yours. . . . Isn't that estimate of the initial number of homes which reports from Oklahoma tell us will participate in the Bartlesville telemovies test beginning today pretty low there, Henry Griffing? "Over 300" homes in a city of 30,000? Hmmm.

Akers on New York Jubilee Committee

Anthony B. Akers will serve as ho orary vice chairman of the New Yo committee for the Hollywood Gold Jubilee Celebration to be held Nov and 8, Eric Johnston, president of t Motion Picture Association of Am ica, announced at the weekend.

As Director of the State Departme of Commerce in New York City, Ak will represent Governor Harriman the committee. Akers will meet wi the New York Golden Jubilee comm tee this week to work out arrang ments for the governor's reception the visiting Hollywood stars pa ticipating in the promotion.

Cohn Arrives Here for Columbia Conferences

President Harry Cohn of Columb Pictures arrived here from Hollywo over the Labor Day weekend for short visit to the home office.

He will confer with top hon office executives and also will atte a special preview Thursday night "Pal Joey."

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

BE HAPPY
GO FILMACK
FOR ALL YOUR
SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE
CHICAG
1327 S
Waba
NEW YOR
630 Nin
Avenu

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938. at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

Warner Sales Meet Convenes in Dallas

Special to THE DAILY

DALLAS, Sept. 2.—A two-day sales onference of Warner Bros. southeast id southwest district and branch anagers will begin tomorrow at the tatler Hotel here, with W. O. "Ollie" Villiamson, the company's Southern ivision sales manager, presiding.

The meeting is the third in a series sales gatherings scheduled to fol- w the recent home office conferences eld by Roy Haines, Warners' general les manager.

Regional Heads to Attend

Attending the Statler sessions are outheast district manager Grover ivingston and branch managers Car- l Ogburn, Atlanta; John W. Kirby, harlotte; J. B. Tomlinson, Jackson- ille; Luke Connor, New Orleans; outhwest district manager Ed Wil- amson, and branch managers H. C. ogelpohl, Dallas; Joe S. Young, lemphis, and Don Tullius, Oklahoma ity. Also present are Barney Ross, lo- al sales manager in Atlanta, and Ar- nur Sklar, local sales manager in harlotte.

Home office executives here are Haines; Norman H. Moray, short sub- ects sales manager, and Larry Leshan- ky, supervisor of exchanges.

Camplin Succeeds Hill As KRS Gen. Secretary

LONDON, Aug. 27 (By Air Mail). -The council of the Kinematograph Renters' Society has appointed R. S. Camplin as successor to Frank Hill in n the position of general secretary. Hill will retire from the post which he eld for nearly 39 years.

Camplin was secretary of the Brit- sh Film Institute from 1949 to 1956 nd resigned that position to become lirector and general manager of the Kinematograph Equipment Co., Ltd. He will be taking up his new duties ater in the year when his services with that company are terminated by mutual agreement.

R. C. B. Ellis, KRS assistant secre- ary, continues in that position.

Central American Business Up 20% for Mexican Films

Special to THE DAILY

MEXICO CITY, Sept. 2—Better business Mexican pictures are enjoying in Central America is somewhat compensating for lower returns in several South American countries and Puerto Rico, according to Tomas Paredes, manager of Peliculas Mexicanas de Centroamerica, distributor of Mexican films in Central America.

Reporting that business in Central America is now 20 per cent above that of this time last year, Paredes averred that political unrest in some of those countries is not affecting business for Mexican pictures at all.

Boston Newspapers Resume Publication After Strike

Special to THE DAILY

BOSTON, Sept. 2 — The newspaper mailers' strike which closed all Boston papers August 9 was ended late last week by an agreement to arbitrate and publication was resumed at noon Friday.

Theatres were clamoring to get advertising space, according to Jack Hamilton, head of theatre advertising for the "Boston Globe," who said: "We contacted the downtown theatres, the neighborhoods and the suburban drive-ins for their space in a full section of film ads on the street Friday noon in a 48-page paper."

Final Plans Set for TNT Fight Telecast

Final arrangements to put Theatre Network Television, Inc., television lines into 165 theatres in 122 cities for the Robinson-Basilio fight were completed at the weekend, according to Nathan L. Halpern, president. More than 25,000 miles of telephone lines are required.

Freight instructions have been sent out for 100 TNT large-screen projectors needed for theatres not equipped with their own machines.

The TNT cameras will be set up on a specially constructed elevated scaffold and platform located behind ringside at Yankee Stadium. This will be the 140th closed-circuit TV production by TNT.

'Young Land' Publicity Aimed for Latin Market

From THE DAILY Bureau

HOLLYWOOD, Sept. 2. — "The Young Land," C. V. Whitney Pictures production now in work, is being planned with an eye to appealing to all the Latin American market. Patrick Ford, vice-president in charge of production, says most complaints against American films from the Latin American market have been aimed at "untruthful" portrayals of Latin types. To make certain there will be no criticism from this source, he says, native Mexicans, some of whom cannot speak English, have been cast.

Publicity efforts will be directed by Arthur Wilde toward all the Spanish-speaking countries. Correspondents will be invited to cover production. Sneak previews will be held in Latin American countries before release.

Downing to Europe

Russell V. Downing, president of Radio City Music Hall, will leave here on Friday for Europe aboard the "United States" on a combined business and vacation trip. He plans to visit various production and talent centers abroad while on the lookout for new ideas. He is scheduled to return to New York Oct. 8.

Eckman Named M-G-M Minneapolis Manager

The appointment of Sidney Eckman, M-G-M assistant branch manager at Washington, to branch manager at Minneapolis, was announced at the weekend by Charles M. Reagan, vice-president and general sales manager of Loew's. The appointment is effective immediately. Eckman succeeds Ralph W. Maw, former branch manager.

With Company Since 1937

Eckman has been associated with M-G-M continuously since 1937 except for four years in the U. S. Army in World War II. Starting as a student booker, he served in booking posts at Milwaukee and Chicago. Promoted to salesman after the war he was assigned successively to the Kansas City, Oklahoma City and Washington territories, coming to the nation's capital in 1948. He was appointed assistant branch manager there early in 1955. He is married and the father of two children.

Canadian Film Imports on Increase

Special to THE DAILY

TORONTO, Sept. 2.—Canada is using an increasing amount of film, according to figures on the film imports for the first three months of this year. This year, $56,023 worth of film was brought in from the United States, as opposed to $44,781 last year. This was film brought in for reproduction, indicating negatives brought in for printing in this country.

Imports from the United Kingdom were up also. This year, $3,128 worth of film was brought in as against $1,785 last year.

Fox Schedules Six For Sept. Release

Darryl F. Zanuck's "The Sun Also Rises" heads a list of six productions which 20th Century-Fox will release during September.

The other releases are as follows: "The Deerslayer," "Forty Guns," "The Unknown Terror" and "Back From the Dead," a science-fiction combination, and "Copper Sky."

Rank, Astaire Tie-In

Rank Film Distributors of America and the 87 coast-to-coast Fred Astaire Dance Studios have entered into a national tie-in on behalf of Rank's "An Alligator Named Daisy" to create a new dance, "The Crocodile Crawl," based on a song of the same title from the film.

AA Board Meeting

A special meeting of the board of Allied Artists has been called by Steve Broidy, president, for tomorrow at company headquarters in Hollywood. Ed Morey, AA vice-president, left New York over the weekend to attend the meeting.

. . . NEWS ROUNDUP

U.A. New Dallas Office Ready

A buffet luncheon on Sept. 17 will mark the opening of United Artists' new offices here at 2015 Young Street, Dallas. James Clemens is branch manager. Expected there for the event are James R. Velde, UA general sales manager; Milton E. Cohen, Eastern and Southern division manager, and George Pabst, Southern district manager.

Lippert Circuit Eyes Pay-TV

Lippert Theatres, the circuit which has applied for pay-TV franchises in Fresno, Medford, Modesto and Indio, California towns in which it operates theatres, will undertake to lease equipment from Telemeter or some other tele - communications organization, when and if the franchise is granted and materials are available.

Sponsor 'Search' Dallas Bow

The premiere showing of Cinerama's "Search for Paradise," to be held Oct. 2 at the Melba Theatre, Dallas, will be sponsored by the Dallas Federation of Music Clubs. The entire proceeds of the opening will be donated to the Fine Arts Department of the Dallas Public Library. Tickets for the premiere have been priced at $3.50 for orchestra and loges and $2.50 for the balcony.

Five 'Carlo' Bookings

Titanus Productions' "The Monte Carlo Story" has been set by United Artists for key openings next week in Atlantic City, Dallas, Galveston, Portland, Me., and Wilmington.

Balsam Acquires 3

Jerome Balsam Films has acquired U. S. distribution of three French pictures made by Radius Films of Paris. The pictures are "Rasputine," "La Castiglione" and "Toute La Ville Accuse."

Paramount Signs Alland To Producer Contract

From THE DAILY Bureau

HOLLYWOOD, Sept. 2.—Paramount has signed a multiple picture contract with William Alland's new company, William Alland Productions. Alland will make his headquarters at the Paramount studio and expects to start the first production before 1958.

Several properties are under consideration. Alland was with Universal International for five years. He has been an actor, writer, director and producer.

Television Today

IN OUR VIEW

THE National Association of Radio and Television Broadcasters, under the very able leadership of Harold E. Fellows, has once more rendered a unique and valuable service to the whole of the television industry. The NARTB's Public Relations Service has prepared and dispatched to all members so-called "speaker's guides" for television and radio, separately, which are veritable mines of valued information relative to the media—and in convenient capsule, thumb-nail form.

Designed primarily as handy bits of material which could form the basis of public speeches to be made by members of the industry presumably to such public groups as local clubs, business men's organizations, women's clubs and the like, and carrying the basic message of the industry, they serve another purpose as well. This secondary purpose, we feel, is perhaps more important than the first.

These kits must certainly serve to bring sharply, forcefully to the mind of the industry-member user several of the fundamental and vital aims and responsibilities — especially the responsibilities—of the television industry and all its component parts, individually and collectively. There are nine salient points which are stressed in the kit of suggestions.

•

The first is "Advertising and the General Welfare," which concentrates on the important role played by advertising in the ever-increasing standard of living enjoyed in this country, and in turn the vital part television plays in the presentation of advertising. What may be described as "decency in advertising" is a prime responsibility of the whole industry.

"Freedom Under License" cites the right of the Federal Government to regulate pathways and technical specifications of the medium, but indicates that the Government has no part in the censorship of programs. Another prime responsibility of the industry and its people—and one of paramount importance.

There are among the nine points such speech-fillers as "The Business of Broadcasting," "Careers in Television," "The TV Generation," "Television Looks to the Future." But there are also three other sections which, with the two emphasized herein earlier, constitute a part of the fundamental framework of television's basic responsibility to itself and the public which it is privileged to serve.

These three points are: "In the Public Interest," wherein is cited the self-evident fact that broadcasting must be a "public-spirited" industry which must embrace its opportunity to serve the public—unselfishly and well. "The Public's Right to Know," which is a proper defense of the rights and privileges of "electronic journalism," which, however, must be accepted with clear understanding of the responsibility which accompanies that right. "The Television Code," wherein are laid down the fundamental principles of character and conduct of the industry, within itself and it in its public manifestations of whatever nature.

So the NARTB has done a real service here, but a service which will only produce its greatest value if the points suggested are studied carefully by all those involved, digested, made part of the mental attitude and approach and thus redound to the benefit of the industry as a whole and the nation which it serves—for the most part so well.

—Charles S. Aaronson



Telemeter

(*Continued from page* 1)

of the operation. The winners were Mr. and Mrs. Glen Hopkins and their 15-year-old son Hal, who were awarded two new TV sets donated by the Motorola Television Co.

Also included in their prize was a preview performance of "The Pajama Game," which was projected onto their sets in a telecast exclusively for them. Both Mr. and Mrs. Hopkins, who are avid movie fans, said they were much impressed by the quality of the telemovie picture as received in their home.

IA Board Opposes

(*Continued from page* 1)

we want to see how it works under organized union conditions."

The IATSE board has accepted the resignation of William Donnelly, vice-president, of Minneapolis, because of failing health and has appointed in his stead Leroy Upton of St. Louis.

Reschedule Westerns

ABC-TV has rescheduled two western series, "Tales of The Texas Rangers" and "The Lone Ranger," both previously announced to start the new season Saturday, September 21. Instead, they will be seen on Sundays starting September 22.

Loew's Case Decision Reserve

(*Continued from page* 1)

dum in opposition to plaintiff Campbell's motion for a preliminary injunction.

In reserving his decision on the verbal and legal battle between the attorneys today, Chancellor Seitz indicated that he would give his decision in the case as soon as possible.

Logan attacked Vogel, charging to him personally and by implication those associated with him a great many misdemeanors, among which were refusal to permit Campbell's group to see a transcript of the board meeting; to give the Tomlinson group the list of stockholders names and of violation of Delaware law.

No Misrepresentation, Says Nizer

Nizer, on the other hand, countered on all points and told Chancellor Seitz that "Campbell has no status in this court." He also vehemently denied that there was any semblance of misrepresentation in the case and stated that it would be a "drastic remedy" to issue a preliminary injunction because of the nature of the controversy. He pointed out to Chancellor Seitz that the Vogel group was ready to give every kind of cooperation in order not to injure Loew's.

Logan bore heavily on the fact that many of Vogel's actions were not correct. From the calling of the meeting to the appeal to the stockholders, seemingly everything that Vogel did was not right. It has a deleterious effect on everyone, according to Logan and was a disruptive influence throughout. He told the court that there was little precedent in Delaware corporate law with respect to action on the part of stockholders regarding their directors. He pointed out that it certainly was not proper for a president of a corporation to use the corporation's proxy machine to throw out two directors.

'Not Proper Procedure'

Logan also stressed the fact that the increase of the board to 19 members was not a proper procedure. He insisted that such action, together with the cumulative voting, could very well be used by a minority group to manipulate, shedding a number of directors until it could elect a board that it wanted and that the majority could also use such a procedure.

Logan denied that Vogel had the right to call the projected meeting; that the directors are the ones who can fill the newly created directorships and that even if the projected meeting took place that it could not elect the directors. But mostly Logan was concerned with the fact that the proposed meeting, if it could be held, would be a chaos. It would not be possible to determine what was to be done or how directors could be elected or what procedures would be legal or how many directors could be elected, he said.

Nizer told the court that in all but about 12 minutes of the ti that Logan had been arguing been devoted to the man he v ostensibly defending. If Logan is r resenting Campbell, Nizer insist the argument is entirely beside point. In the Campbell action a the complaint, two things stand o First, they are still trying, at t late date, to enjoin the meeting, a second, claims that the stockhold did not have enough time to c sider the matter are being advanc

Warns of 'Deadly Impasse'

To issue an injunction, Nizer c tended, would be to leave the c poration for another six months in deadly impasse with the possibil of literally hundreds of thousands dollars—if not millions—of losses.

The idea that the president c not have the right to call a meeti of the stockholders was termed Nizer a "fantastic proposition." T by-laws of the firm specifically gi Vogel that authority, or for any pu pose that the president may fe necessary.

Nizer asserted that Tomlinso could have had the list of stockhol ers anytime he wanted them and th there was no hindrance. Point b point he answered Logan to sho that all actions engaged in by Vog were entirely within the law a the meaning of the firm's by-laws.

Sees Stockholders Served

He deplored the fact that Tomli son had put the firm to so muc trouble and expense when it was, i fact, unnecessary and insisted th the projected stockholders meetin would, far from bringing chaos, re sult in an orderly meeting with th stockholders being given the full op portunity to express their feelin and vote according to their intelli gence.

The proxy statement of Vogel wa clear on all points and tells why th solicitation was being made and o whose behalf. As to the cost o solicitation and who is to bear i the memorandum states:

Calls Solicitation Cost 'Rightful'

"Mr. Vogel did intend to hav the company bear the cost of th solicitation on the theory that it in volved a presentation of policy ques tions to the stockholders and so wa rightfully a cost to be borne by th corporation. Whether or not Mr Vogel was right in this respect i one of the very questions this cour will ultimately be required to deter mine in this case. However, there can be no misrepresentation of wha Mr. Vogel intends to do and will d if this court determines it is proper. Furthermore, as this court is aware the rules of the S.E.C. require this information to be set forth in a proxy statement if it is proposed to have the company incur the expense. . . . A frank and open disclosure of intention is in no sense fraudulent and it is fraud of which the plaintiff now complains. . . ."

Hyman Urges

(*Continued from page 1*)

n of quality product throughout entire year; the giving of notice exhibitors a year in advance of ease dates for quality product to ake possible intelligent planning by e exhibitor, and the inauguration special promotional activities to cus constant public attention on otion pictures and the theatres.

Hyman and Leonard Goldenson, B-PT president, have been urging stributors for several years to halt e bunching of quality releases for e major holidays and mid-summer ason when all compete with each her, leaving theatres without strong ractions during the intervals.

Planning Would Be Helped

Hyman pointed out that if the lease dates of quality pictures were operly spaced and exhibitors were otified of the dates a year in adnce, exhibitors could plan their proams properly, sell the attractions tter, to the mutual advantage of stributor and exhibitor, and in adtion would have ample time in hich to complete arrangements for ookings to fill in the spaces beween the release of top product.

The AB-PT executive noted that hibition today is becoming a busiss of "dynamite" quality or gimick attractions. The latter require great deal of preparation and exoitation to put across, he said, and e exhibitor would have the time devote to them if he knew a year advance when he would have the uality pictures.

Likes 'Big Show' Type

In turning to his third point, speal promotional activities to focus ublic attention on specific pictures nd the theatre as such, Hyman adocated films prepared by each comany giving high-lights of its forthoming releases. The product reels ould be similar to 20th Century-ox's "The Big Show."

A similar idea was broached at heatre Owners of America's busiess building clinic in Chicago a year go and was strongly advocated again ecently by Samuel Rosen, executive ice-president of Stanley Warner heatres, in a MOTION PICTURE DAILY nterview.

Hyman said AB-PT is equipped to o the promotion work locally and opes that other exhibitors will undertake to do the same. "We have o pride of authorship," he said. The more exhibitors who make use f our plan, the more likely it will e to succeed."

Meanwhile, he said, many distributors already have given assurances that they will provide as full information as possible on release dates of all important productions, as far in advance as possible.

Operation Mad Ball

(CONTINUED FROM PAGE 1)

refuses to abide rigidly by army regulations. Audience laughter continued almost unabated throughout. And some of their heartiest guffaws were saved for the belated appearance of Mickey Rooney, who comes into the picture in its last half hour as a master sergeant with many peculiarities, not the least of which is his ability to memorize (and frequently quote) the World Almanac!

The reaction of that New York audience to this picture appears certain to be duplicated at theatres all over the land. Word-of-mouth should help more than anything else to sustain it for long runs.

The comedy spins around the efforts of a group of U. S. soldiers stationed in France after World War II to give an elaborate party for the nurses in the camp. The complications that develop are tremendous and pile up at breakneck speed—from their difficulties in finding a locale for the festivities (they have to completely rehabilitate a dilapidated inn under the direction of a demanding Frenchwoman) to a fanciful stunt to prevent the colonel from restricting the nurses to the base on the night of the big affair.

But the greatest handicap the hopeful servicemen face is the opposition of Kovacs as the captain determined to get ahead in his career. Lemmon is cast as the leader of the party committee. And the way in which he circumvents Kovacs at every turn makes for the most hilarious scenes in the film.

That's primarily because the performance of Kovacs is a howlingly funny revelation of acquisitive human nature at its worst. Known previously only to television audiences, he makes a very auspicious theatre debut in this film. Equipped with a bushy moustache and the ability to twist his face into a remarkable variety of comic expressions, he easily steals the show.

However, Lemmon is also droll and flexible as the hero, who, in his spare time, indulges in a romance with Kathryn Grant as an attractive nurse. And the rest of the cast has also been cleverly directed by Richard Quine to supply some other funny facial gymnastics. Outstanding in this respect are Arthur O'Connell and Dick York.

The party itself is the climax of the picture and it makes for a "mad" scene of frivolity. The screen play was written by Arthur Carter, Harris and Blake Edwards from an unproduced stage play by the first-named.

This picture, which is the third in Columbia's "Fabulous Five" series, is one of the top comedies of the year.

Running time, 105 minutes. General classification. Release, in November.

RICHARD GERTNER

SDG and SWG

(*Continued from page 1*)

mands on a percentage of the original compensation, will receive $87,500.

The writers guild, seeking a guarantee as advance against interest in the proceeds from all forms of television, including pay-television, agreed to accept a flat payment of $6,000 against the first $100,000 gross of each picture, plus eight per cent of all subsequent earnings. Payment is to be made in 36 monthly installments beginning October 1.

Industry Bills

(*Continued from page 1*)

in November to consider possible recommendations to the full committee on excise tax cuts.

Pending in House and Senate are bills to ban toll TV which may become active in the event the Federal Communications Commission indicates this fall it will authorize pay TV tests.

Extension of the Federal minimum wage law and extension of the reciprocal trade agreements program are among other matters certain to command attention from Congress when it returns in January.

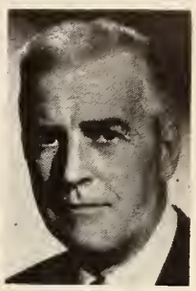
No major legislation of interest to the industry went all the way to the White House during the session just ended.

Fox Sets 37

(*Continued from page 1*)

Scope, one in Dimensional CinemaScope 55 and one in Todd-AO.

The 1958 release program was outlined in an exchange of letters between Adler and Skouras. Adler said the program would emphasize "best - sellers, big stars, hit plays, new personalities and fresh and vital story material." In reply Skouras expressed his "delight with production progress" adding "this is the only way we can help the exhibitor today in his urgent need for good pictures."



Buddy Adler

Among the pictures listed on the 1958 program are George Stevens' "The Diary of Anne Frank"; Elia Kazan's "Mud on the Stars"; "The Young Lions"; "Ten North Frederick"; "Rally Round the Flag, Boys!"; "A Certain Smile"; "Blood and Sand"; "Can-Can"; and Rodgers and Hammerstein's "South Pacific" to be roadshown in Todd-AO.

The films from Zanuck include "Deluxe Tour," in Dimensional CinemaScope 55 "Compulsion," and "The Roots of Heaven." From Wald will be "The Long, Hot Summer," "Jean Harlow," "The Big War," and "The Sound and the Fury." The two Selznick films are "Tender Is the Night" and "Mary Magdalene." From Engel will be "The Captive," "The Freebooter," "Glory Pass," and "Gamma Two Five."

FCC's Doerfer

(*Continued from page 1*)

10 years ago the public owned "a bare 16,000 sets," and that 44,500,000 television sets are now in use in the U. S., more than twice as many as in the rest of the world combined. Eighty per cent of all Americans are able to receive programs from three or more TV stations, he noted. This, he added, is a "tremendous tribute to American initiative and private enterprise."

Meyer Convalescing

MIAMI, Sept. 2.—Sidney Meyer, co-owner of Wometco Theatres and Television Co., is convalescing at St. Mary's Hospital, Mayo Clinic, Rochester, Minn. following minor surgery there.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT
321 West 54th Street
New York 19
New York

GEVAERT
150 No. Wacker Drive
Chicago 6
Illinois

GEVAERT
6370 Santa Monica Blvd
Los Angeles 38
California

GEVAERT
9109 Sovereign Row
Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St. West
Toronto 2-B
Ontario

Professional MOTION PICTURE FILMS *release positive*

BABY TAKES THE CAKE!



These are not half-baked ideas. These are the facts. The cost of bakery products have risen more than 117 per cent since 1940. Dairy products used in baking have gone up 111 per cent and even the household stove is up 88 per cent. In fact, all commodities combined have increased more than 113 per cent during this same period!*

Now we're not trying to butter you up...but remember the Prize Baby has been hit—as you have—by all these major price rises while getting negligible increases, if any, for a vital service to exhibition. Fortunately, there are some who realize you can't have your cake and eat it too!

So, won't you agree... that the Prize Baby takes the cake bringing bread-and-butter patronage to the theatres for very little dough!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*FIGURES COMPILED FROM THE CONSUMER PRICE INDEX, BUREAU OF LABOR STATISTICS, U. S. DEPT. OF LABOR

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 45 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 4, 1957 TEN CENTS

Big Labor Day

Grosses Soar On Broadway Over Weekend

'Pajama Game' Sets Two Records at Music Hall

By NORMAN MORRIS

Receipts at Broadway theatres over the Labor Day Weekend were generally heavy and, in some cases, soared to exceptional heights, a survey taken yesterday indicated.

Warner Brothers' "Pajama Game" was reported to have set all-time records at the Radio City Music Hall with a $155,000 gross for its first five days. On Sunday the showcase recorded the biggest Sunday business in its 25-year history and on Monday

(*Continued on page* 2)

Novins Elected Head Of Telemeter Corp.

Louis A. Novins has been elected president of the International Telemeter Corp., it was announced yesterday by Barney Balaban, president of Paramount Pictures, parent company of Telemeter.



Louis Novins

Novins was elected vice-president and general manager of the Telemeter organization in 1955. Prior to that time he had served as an officer and director of a

(*Continued on page* 2)

UA Makes Deal for Champion Fight Rights

United Artists has acquired the world-wide motion picture rights to the middleweight championship fight between Sugar Ray Robinson and Carmen Basilio at the Yankee Stadium, Sept. 23, it was announced yesterday by William J. Heineman, UA

(*Continued on page* 3)

Vogel, Killion Bear Loew's Proxy Costs

Costs of the proxy solicitations for the special meeting of Loew's, Inc., stockholders which had been scheduled for Sept. 12 and which yesterday was postponed by Chancellor Collins Seitz in Wilmington are now being borne by president Joseph R. Vogel and George R. Killion, a director and member of the executive committee.

This information is contained in a supplemental and updated proxy statement sent out Aug. 30 to avoid conflict with the Delaware Chancery

(*Continued on page* 3)

Rank Organisation Profit $20,538,428

By PETER BURNUP

LONDON, Sept. 3.—The Rank Organisation's preliminary financial report for the 53 weeks ended June 29, 1957, shows a trading profit of £7,335,153 ($20,538,428) against £7,939,822 ($22,231,501) for the preceding year. A 12½ per cent dividend on ordinary shares has been declared, as it was last year. The Organisation states the profit reduction for the group was almost entirely accounted

(*Continued on page* 3)

Company Continues Under Vogel, Exec. Committee

Court Permits Delay Of Loew Holder Meet

Seitz Needs Time to Study Case; Sept. 12 Session to Convene, Adjourn

Special to THE DAILY

WILMINGTON, Sept. 3—Chancellor Collins J. Seitz today ruled that the special meeting of Loew's, Inc., stockholders which had been called for Sept. 12 for ousting of Joseph Tomlinson, Stanley Meyer, and the enlargement of the board to 19 may be delayed.

Today's action has given Chancellor Seitz additional time to study all the papers in the case. Meanwhile, the operations of Loew's, Inc., will continue under the direction of Joseph R. Vogel, as president, and the executive committee of the board of directors.

The ruling handed down today stems from the action, argued last Friday, of Ralph B. Campbell, whose application sought to enjoin the Loew's stockholders meeting of Sept. 12.

Today's ruling permits the Sept. 12 meeting to convene, and then be adjourned. This would permit the voting of the proxies which have

(*Continued on page* 3)

Telemovies Begin with Bow of 'Pajama Game'

Special to THE DAILY

BARTLESVILLE, Okla., Sept. 3—The motion picture industry will be keeping a close watch on this Oklahoma oil center for the next few weeks to observe reactions of local citizens to telemovies, which made its debut here today. As the opening attraction subscribers to the pay-TV system "in over 300 homes" were offered a first-run showing of Warner Bros.' "Pajama Game" on their TV screens on Channel 3.

The telemovie system is owned and operated by Video Independent Theatres, Inc. large southwest theatre circuit. Equipment for the "cable theatre" process was engineered and

(*Continued on page* 2)

Amusement Taxes $15,086,000 in Year

From THE DAILY Bureau

WASHINGTON, Sept. 3.—Thirty-two states collected $15,086,000 in special taxes on gross receipts of amusement enterprises during the fiscal year ending June 30, 1957, the Census Bureau reported.

This compared with $14,934,000 collected by the same number of states in the previous fiscal year.

The Bureau does not have any separate figures as to how much of the total comes from taxes on motion picture theatres. A good bit of the total

(*Continued on page* 3)

REVIEW:

My Man Godfrey

U-I—CinemaScope

HOLLYWOOD, Sept. 3

THE SECOND production of Eric Hatch's "My Man Godfrey" looks fully qualified to do for the ticket-buying generation of 1957 much the same thing the first production of the comedy did for the ticket-buying generation of 1936, for the same and some additional reasons. Among the additional ones, of course, are CinemaScope and Eastman color, a pair of marquee names that weren't around in 1936; and it may very well be that the public memory of the first production is to be counted also as an additional reason. For the very young, who are doing most of the ticket-buying these days, the names of June Allyson and David Niven and the fame of the title stack up as adequate assurance of box office success.

The second production of "My Man Godfrey" is a virtually direct

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

SAM GALANTY, Columbia Pictures mid-East division manager, will come to New York today from Washington.

•

EMERY AUSTIN, head of M-G-M's exploitation department, is in Louisville from New York.

•

CHRISTIAAN THIERS, of Gavaert Co. of America, manufacturer of raw film stock, has returned to New York from the Coast.

•

EUGENE PICKER, vice-president of Loew's Theatres, became a grandfather on Saturday when his daughter-in-law, MRS. DAVID V. PICKER, wife of the United Artists sales promotion liaison representative, gave birth here to a daughter, CARYN ANN, at Doctors Hospital.

•

GEORGE SIDNEY and FRED KOHLMAR, director and producer, respectively, of Columbia Pictures' "Pal Joey," will arrive in New York today from Hollywood.

•

KEEFE BRASSELLE, producer, and MRS. BRASSELLE will return to New York today from London.

Golding to Paramount As 'Elms' Coordinator

From THE DAILY Bureau

HOLLYWOOD, Sept. 3 — Paramount Pictures has engaged the services of David Golding as public relations coordinator for Don Hartman's production of "Desire Under the Elms," beginning next Monday, it was announced by Jerry Pickman, vice-president in charge of advertising and publicity today. He said the appointment was the first step in a special world-wide campaign mapped out here with Teet Carle, studio publicity director, for the release of the film version of the Eugene O'Neill play.

Golding, who was more recently associated with the Hecht-Hill-Lancaster companies as vice-president in charge of advertising and publicity, was previously with Samuel Goldwyn for six years, and publicity director for 20th Century-Fox in New York.

'Expose' Dates Slated

Allied Artists "Portland Expose" will have its world premiere at the Woods Theatre in Chicago, Sept. 13, and a New York premiere at Loew's State during October.

Asks Congressional Hearings On Status of Wire Television

By J. A. OTTEN

WASHINGTON, Sept. 3—Sen. Curtis (R., Neb.) said Congress should hold hearings to determine the status not only of subscription television over broadcast channels but also the status of wire television.

Declaring himself opposed to toll television, Curtis said it was clear that if the Federal Communications Commission okayed a test of the system, it would not constitute any vested right for permanent approval. However, he added, he felt sure the FCC would not decide until Congress has studied the question.

Curtis said he understood the FCC had informally assured some lawmakers that no action would be taken without Congressional authorization. "I believe it absolutely essential," he declared, "that the FCC make no decision until Congress has had an opportunity to thoroughly and carefully consider proposed legislation; and until the American public through their elected representatives, have had a chance to voice their opinion."

Calls It 'Public Property'

Television, Curtis argued, is a public property that belongs to no group or individual, and if this property is to be preempted, the consent of those most affected should be sought.

"Another problem now appears on the horizon, equally serious and important, equally deserving of serious Congressional consideration," Curtis then declared. He said he was informed that wire television was about to come into being without any FCC control.

"There simply is no jurisdiction by which the FCC can regulate this medium of transmission," he said. "This raises several questions. Should wire television be regulated, and if so, to what extent. A second question is whether broadcasters should be permitted in the field of wire television."

Points to FCC's Toll-TV Action

The FCC has taken jurisdiction of toll television, Curtis said, in spite of the fact that considerable doubt has been expressed as to its legal power in this field. If the FCC should go ahead and authorize a toll TV test, he concluded, "it should be made abundantly clear that a pilot test—no matter where or for how long—gives no individuals or groups the right or privilege to continue, provides no foot in the door, when the voice of the people is eventually heard through its Congress."

Earlier, toll TV had been attacked on the Senate floor by Senators Potter (R., Mich.), Holland (D., Fla.), Thurmond (D., S.C.) and Lausche (D., Ohio.).

Elect Novins

(*Continued from page* 1)

number of Paramount's subsidiaries since joining the company in 1946 as executive assistant to the president. He was made secretary of Paramount in 1955 also.

Novins, who is a former assistant attorney-general of Massachusetts, is also active in a number of various civic and philanthropic activities. As executive vice-president and a trustee of the American Heritage Foundation, he was one of the originators and organizers of the tour of the Freedom Train.

C. E. Giesseman, 62

Funeral services will be held here today for Clifford E. Giesseman, 62, executive assistant to Lester Isaac, national director of exhibition for Sanley Warner Cinerama Corp., at the Frank E. Campbell Funeral Home at 10 A.M. Giesseman died of a heart attack Saturday. Interment will be in Chicago.

Grosses Soar

(*Continued from page* 1)

a new all-time high for Labor Day was reached. The management expects to wind up the first week with close to $200,000.

At the Roxy, where Darryl F. Zanuck's "The Sun Also Rises" is showing, $89,000 was taken in over the holiday and the house estimates that it will record $115,000 by the end of the week.

The Paramount also reported above average business with Allied Artist's "Love in the Afternoon" bringing in $31,000. The $40,000 mark is the anticipated goal for the week. Columbia's "Jeanne Eagels" at the Loew's Capitol rolled up a $38,700 gross for the Labor Day weekend. Another Columbia feature, "3:10 to Yuma," pulled in more than $14,400 Saturday through Monday.

The Criterion reported complete sellouts from Friday through Sunday, and by Monday the "Ten Commandments," over the four-day week end, had grossed $36,000.

Telemovies

(*Continued from page* 1)

installed by Jerrold Electronics Co of Philadelphia.

Subscribers to telemovies are pay a flat monthly fee of $9.50 fo package of 13 first-run films. The fi month of showings will be free w subscribers receiving their first l on Oct. 1. Payment for service w be in advance.

In addition to Channel 3 a seco channel will deliver about an eq number of "re-issue" pictur Changes are staggered so that su scribers who watch every movie the system will see a different pr gram every day. Programs start noon and continue until about mi night.

First Run Films Listed

The first-run program package i cludes: "Pajama Game," "Night Pa sage," "The Great Man," "Band Angels," "Joe Dakota," "Dinc "Jeanne Eagels," "Untamed Youth "Run of the Arrow," "A Face in t Crowd," "The Midnight Story," "T D. I.," "The Prince and the Sho girl," and "Trooper Hook."

The re-releases include: "Mississi pi Gambler," "Three Sailors and Girl," "So Big," "Meet Me at t Fair," "Francis Covers the B Town," "Lucky Me," "Jack Slad "Let's Do It Again," "Wichita," Prize of Gold," and "Boy from Okl homa."

Famous Players Plans Trial of Telemeter

Special to THE DAILY

TORONTO, Sept. 3.—Famous Pla ers Canadian Corp., Canadian fra chise-holders of Telemeter, will beg a trial run of the system in "an eas ern city' early next year.

In making the announcement her John J. Fitzgibbons, president ar managing director, said the syste will show mostly second-run films "b not as a hard and fast policy—we probably have some Canadian pr mieres televised."

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor, William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

Siegel AB-PT Vice-President

Simon B. Siegel has been elected nancial vice-president of American roadcasting - Paramount Theatres, nc., it was announced yesterday by eonard H. Goldenson, president. Sie- el is treasurer of AB-PT and has been nce 1953. His successor in that post ill be announced shortly.

Siegel began his entertainment in- ustry career in 1929 when he joined ie comptroller's staff of Paramount ictures. In 1941 he was appointed ssistant to the comptroller of the ompany's theatre division. He was romoted to comptroller of that divi- on in 1949 and the following year as made comptroller of the newly- ormed United Paramount Theatres, nc. He assumed the post of AB-PT reasurer in 1953 following the merger f the American Broadcasting Com- any and United Paramount Thea- es.

Plans for N.Y. Jubilee uncheons Discussed

Plans for the civic and industry uncheons to be held in honor of visit- g Hollywood personalities for the ew York Golden Jubilee Celebration, be held Nov. 7 and 8, were dis- ussed at a meeting of the N. Y. Jubi- e subcommittee yesterday at the heraton Astor Hotel here. Robert oward, in charge of the banquet de- artment, led the discussion.

It is proposed that the luncheon on ov. 7 be sponsored by the New York ndustry. More than 1,000 persons are xpected to gather in the grand ball- oom at the Sheraton-Astor to greet he Hollywood guests.

It has been suggested that the uests come in from the airport by ubway to Times Square in a Golden ubilee train. A motorcade will take he visiting delegation from Times quare to City Hall, where they will e greeted by the mayor and other ity officials.

Representing Richard C. Patterson, r., commission of the Department of ommerce and Public Events, and onorary chairman of the New York olden Jubilee Celebration at the uncheon yesterday was William Per- ival. Also present were Martin S. Da- is, general chairman of the New ork celebration; Murray Siegel, rep- esenting Mort Nathanson, chairman f the luncheon committee, and Tay- or Mills of MPAA.

JA Makes Deal

(*Continued from page* 1)

ice-president in charge of distribu- on, and James D. Norris, presi- ent of the International Boxing Club. he Robinson-Basilio fight will not be hown on home television.

Action will be photographed by six levated ringside cameras, two of hich will be recording the battle in low motion for special effects.

Vogel, Killion Bear Loew's Proxy Costs

(*Continued from page* 1)

Court injunction barring the spending of company funds for this purpose. In the new proxy statement it also is stated that the solicitation is in behalf of Vogel and Killion "and not by the board of directors; therefore, not by the management."

Company executives are contributing to the costs. Vogel informs stockholders that to date he has spent $2,400 of his own funds and has received contributions of $21,000.

"Further contributions from other executives and other persons will be requested and accepted," the proxy states.

Litigation Reviewed

The new proxy statement reviews the litigation started by Joseph Tomlinson July 31, the day following the so-called "rump" meeting of directors. It was on August 13 that another stockholder, Ralph B. Campbell, a partner of Tomlinson in the operation of a Lexington, Ky., hotel, sought an injunction in Delaware Chancery Court barring the expenditure of company funds for proxy solicitation. The Delaware chancellor, Collins J. Seitz, granted this stay, and included a provision restricting company employes from soliciting proxies except when done on their own time.

Shortly after this stay was issued the Loew's Stockholders Protective Committee was organized by Harry Brandt, president of the Independent Theatre Owners Association. He announced that he would supply funds for the solicitation while the injunction continued in force, but would seek reimbursement from the company after the stockholders' meeting had been held, in case the Vogel forces win. The leaders in this committee and their associates control approximately 20,000 shares of Loew stock. In addition, Harry C. Arthur, Jr., West Coast exhibitor and a stockholder, has circularized 300 exhibitor members of the Southern California Exhibitors Association. Other exhibitor groups have taken similar action.

Purposes Unchanged

In the new proxy statement the purposes of the meeting remain the same as in the original call—to increase the board membership to 19 and amend the by-laws to fix a new quorum of the board at 10; to remove Tomlinson and Stanley Meyer from the board; to elect enough directors to fill all vacancies after Tomlinson and Meyer have been removed. The same list of management candidates for the board is submitted.

No Expenditure by Loew's

"So long as the restraining order against use of company funds is in effect, no expense will be incurred by Loew's and none of its employes will be permitted to request or solicit proxies during company time," Vogel states, but he adds: "However, insofar as permissible, President Vogel's immediate staff and other officers and employes will assist him in his efforts. If the stay is removed or reversed, it is anticipated that the costs of solicitation will once again be borne by Loew's. In any event, because President Vogel believes it proper that the stockholders should be given the chance to decide the question of control of the company and the basic issues of policies involved therein, he and Mr. Killion on their own behalf and on behalf of the contributors to the expenses of solicitation will seek reimbursement of such expenses from the company. Their present intention is to submit the question of such reimbursement to the company's board of directors rather than to the security holders."

Meet Delayed

(*Continued from page* 1)

been distributed by Loew's to stockholders and which could be voted either at that meeting "or any adjournment thereof."

Called a Fair Procedure

The court indicated that this was a fair procedure to provide additional time without any likelihood of the company's being harmed by any resultant delay, inasmuch as operations of the company can continue uninterrupted under the existing slate of officers.

Attorneys for both sides will meet today or tomorrow to draw up an order fixing a date to which the Sept. 12 meeting will be adjourned, and which will be submitted to Chancellor Seitz for his signature.

Unrelated to Mayer-Briskin Appeal

The deferment of the Sept. 12 meeting is an action entirely unrelated to the appeal taken last Friday to the Delaware Supreme Court from the ruling of Chancellor Seitz that the election of Louis B. Mayer and Samuel Briskin at the "rump" meeting of July 30 was invalid.

Amusement Taxes

(*Continued from page* 1)

does not come from that source—for example, two of the largest state totals are Nevada and Kentucky, which presumably get much of their take from taxes on gambling establishments and racing, respectively.

The Bureau reported that 34 states collected another $4,519,000 in license taxes from amusement enterprises in the 1957 fiscal year, compared with $4,426,000 collected by the same number of states in the 1956 fiscal period.

Legal Grounds Required Loew's Delay: Pollack

Milton Pollack, attorney for Joseph Tomlinson, when asked for comment on Chancellor Collins Seitz's ruling postponing the Sept. 12 special meeting of Loew's stockholders yesterday said, "The chancellor has found the legal questions raised by the case are of such substance that the meeting should be stayed to provide the court with an opportunity to consider these questions and decide them. It would not be appropriate for me to comment further while the case still is before the court."

Copper Drippings Drive Benefits Rogers Hospital

Approximately $700 has been realized for the benefit of the Will Rogers Memorial Hospital through a copper drippings collection campaign conducted by IATSE projectionists Local 150, New York, according to Morris I. Klapholz.

Idea of Morris Rotker

The campaign was initiated by Morris J. Rotker, past president. The current goal is $1,000. Henry Boldizsar and aides are spearheading the Local 150 campaign.

Rank's Profit

(*Continued from page* 1)

for by lower profits shown by Rank Precision Industries, whose profit for the two preceding years was exceptionally high due to the theatre re-equipment program in connection with wide screens and other new processes.

Trading profits for subsidiaries were as follows: British and Dominions Films, £570,067 again £550,942; Odeon Associated Theatres, £684,170 against £638,336; Odeon Properties, £937,215 against £960,956; General Theatre Corporation, £174,799 against £198,632; Provincial Cinematograph Theatres, £817,755 against £782,433; Gaumont British Picture Corporation, whose figures were affected by the Rank Precision decline, £3,449,650 against £3,928,401; Cinema Television £1,064,107 against £1,006,840.

The full report and accounts are due Sept. 18.

Charles H. Lehman, 79

Charles H. Lehman, 79, founder and for many years president of General Acoustic Co., died here at the home of a daughter, Mrs. Alice Kohl. He is survived also by two other daughters, a son, two brothers and two sisters.

Set Rank Film Week

Both circuit and independent theatremen in Chicago have designated the week starting Friday as Rank Film Week by scheduling the presentation of four Rank Film Distributors of America releases.

Dear Cute Mr. Exhibitor:

Just you stop fretting! We'll be along soon—advertised, publicized, merchandized and glamorized to zillions of folks with ticket money. M-m-m-m-g-m is shooting the bankroll on advertising. Read all about it on the next page.

Watch for us first at the Music Hall and then busting out all over in gala Thanksgiving engagements in Exchange Cities.

And note how we're in the news! Louella writes we're "something to cheer about." Hedda says we're "out of this world."

Until we meet on your big screen, lovingly—

"LES GIRLS"
(rhymes with "playgirls")

P. S. As those darling ad boys say: "Join 'Les Girls' and see a world of entertainment."





M-G-M Presents A SOL C. SIEGEL PRODUCTION of COLE PORTER'S **"LES GIRLS"**
(rhymes with "playgirls")
Co-Starring JACQUES BERGERAC • Screen Play by JOHN PATRICK • Story by Vera Caspary • Music and Lyrics by COLE POR



ADVERTISING IS "LES GIRLS" BEST FRIEND!

Here's the BIG, BIG, M-G-M campaign! We're betting a fortune on these fillies!

MAGAZINES ALONE REACH 200,000,000

Three 1-column, 2-color "teasers" and one full-page, 4-color display ad in each of these leading publications — LIFE, LOOK, SATURDAY EVENING POST.

"Picture of the Month" column in each of these leading publications — GOOD HOUSEKEEPING, COSMOPOLITAN, SEVENTEEN, REDBOOK, PARENTS', McCALL'S, TRUE STORY.

Full-page ad in the fan magazines.

NEWSPAPERS REACH COUNTLESS MILLIONS MORE

5,000-line advance and supplementary campaign to begin two weeks before and continue through each premiere opening.

RADIO AND TV SATURATE THE NATION

Big national campaign begins before and continues through each premiere opening.

THAT'S PENETRATION!

ng GENE KELLY · MITZI GAYNOR · KAY KENDALL · TAINA ELG

nemaScope And METROCOLOR • Associate Producer SAUL CHAPLIN • Directed by GEORGE CUKOR

My Man Godfrey

(CONTINUED FROM PAGE 1)

re-make of the first one, save for updating as to calendar and altering of two identifications, and it's no secret, in or out of Hollywood, that making a successful re-make of a successful picture is a riskier and costlier job than making a new one. Re-making "My Man Godfrey" was a great deal more so than most, for the picture had become revered, perhaps beyond its merits, by fans, press and profession, in the score of years that witnessed the deaths of its great producer-director, Gregory LaCava, and three of its four beloved principals, Carole Lombard, Alice Brady, Eugene Pallette. To set sail against such a background in a craft as fragile as comedy, requires genuine courage, and to have brought safe to harbor a cargo of laughter as fresh as this one proved to be on public preview entitles producer Ross Hunter and director Henry Koster to some very special honors.

The screenplay by Everett Freeman, Peter Bermeis and William Bowers engages as devastatingly as its predecessor in the always popular sport of satirizing the rich for the amusement of the un-rich.

David Niven, never a better box office attraction than now, by reason of "Around the World in 80 Days," "The Little Hut," and his television series, fits the Godfrey character perfectly, giving it an even lighter touch than William Powell did on the first occasion; and Miss Allyson, never seen in a role better suited to her top-level talent, gives the distaff lead, played originally by Miss Lombard, a dynamic and distinctive handling. Jessie Royce Landis and Robert Keith play the parental roles performed by Miss Brady and Pallette in 1936.

The story is still the one about the high-strung daughter of the fabulously rich New York business man, secretly on the brink of bankruptcy, who picks up a seeming derelict and gives him a berth as butler, learning later to her surprise and delight that he is possessed of a background and a past that he uses to save her father from financial disaster. The preview audience at the Paramount Theatre on Hollywood Boulevard laughed long and appreciatively.

Running time, 92 minutes. General classification. Release date, early 1958.

WILLIAM R. WEAVER

WARNER BROS.' TRADE SHOWS SEPTEMBER 11

THE BLACK SCORPION



STARRING
RICHARD DENNING MARA CORDAY · CARLOS RIVAS · MARIO NAVARRO
Screen Play by DAVID DUNCAN and ROBERT BLEES · Story by PAUL YAWITZ
Produced by FRANK MELFORD · JACK DIETZ · Directed by EDWARD LUDWIG · Presented by WARNER BROS.

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2.00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2.00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2.15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

NBC Meeting Here Set for Next Week

Executives of television and radio stations affiliated with the National Broadcasting Co. will hold a three-day meeting at the Waldorf-Astoria Hotel here on Sept. 11, 12 and 13.

The television affiliates' agenda calls for an optional television stations workshop on Wednesday, Sept. 11, NBC-TV Affiliates executive committee election of officers on Thursday, Sept. 12, a general meeting with officials of the network and a special luncheon on Friday, Sept. 13.

The radio affiliates' agenda includes a closed session Thursday with election of new membership to the NBC radio affiliates executive committee, followed by a joint meeting with executives of the NBC Radio Network.

Canadian Television Advertising on Rise

Special to THE DAILY

TORONTO, Sept. 3.–TV duri 1956 in Canada accounted for almo 40 per cent of the year's total doll gain spent on advertising. TV was t only main medium to get above t average industry increase. It add 41.85 per cent onto its national re enue, while radio dropped 1.48 p cent.

But TV and radio together ha worked during the first six months this year to rack up record revenu TV, the stronger of the two, pulled 25 per cent increase during the Jan ary-June period over 1956.

Some stations have reported Ju business this year up 100 per ce over the same period last year.

One Man's TViews

By Pinky Herman

PRODUCTION of an all-color half-hour telefilm series, "Northwe Passage," based on Kenneth Roberts' best seller novel, and tel scripted by Charles Drayson Adams, will start next week at MGM-T Studios, co-starring Keith Larsen, Buddy Ebson and Don Burnett wi Sam Marx and Adrian Samish exec. producer and producer, respectivel . . . Mort Fleischmann, staff producer at NBC for several years a currently ass't general manager of the Marine Theatre at Jones Bea ("Showboat") is mulling a lucrative offer by Gaspar Pumerejo, own of Cuba's first TV station (Canel 12) to take over as executive produce Mort is casily one of TV's brightest young producers. . . . The tea of Benito & Gloria, whose graceful dancing copped Ed Sullivan's Ha vest Moon Ball (Best All-round Award) in 1950, are still winnin friends and influencing dancing patrons at the Forest House at Lak Mahopac, N. Y. . . . Add Look-alikes: Joe Moss, prexy of Joe Moss Ad Agency and Lawrence (Meet The Press) Spivak. . . . Dynamic youn director of publicity for Wm. Morris Agency and nephew of comedia Jack Pearl, Bernie Brillstein and beautiful young actress Marilyn Col featured in the road company of "Will Success Spoil Rock Hunter have set Nov. 20 for harmonizing an "I do-et." . . . Formerly staff pr ducer at Mutual and ABC, Larry Dorn is currently completing his n tional TV campaign for the American Diabetes Ass'n and will head f Hollywood next month with several hot packages for live and filmed T

☆ ☆ ☆

In line with ABN's new policy of beaming more 'live' radio shows, new musical variety program, "The Jim Reeves Show" will be hear Mon. thru Friday (1:00-2:00 P.M.) starting Oct. 7, originating fro WSM, Nashville, hosted by Reeves and produced by Jack (Grand O Opry) Stapp. . . . Carl Ward, national manager of CBStation Relation off to Europe Friday for four week business-vacation jaunt. . . . Op eratic star Vivienne Della Chiesa's V. I. Platter of "Affair to Remember from the 20th Century-Fox flicker of the same name, tops all the othe in sales. How-come the gal isn't grabbed for her own TV series? . . Originally proposed by Nat Hiken and Rod Serling, the Academy o TV Arts & Sciences will act favorably on the recommendation of Mor Amrahams' committee "that a writers' workshop be created early i November to develop new writers and techniques for TV." . . . KUD in Littleton, Colo. is Denver area's 18th radio station and what a scram ble by the air moguls for the ear of the Denverts. With KOSI leadin the way, KMYR has already changed its format, KIMN already com mitted to a drastic shift in programming with KOA (NBC's voice o the west) seriously considering a program sked to compete with th local indies. Gov. Ernest W. McFarland of Arizona sent a warm lette in prideful acknowledgement of ABC Film Syndication's new serie "26 Men," based on the fabulous exploits of that State's heroic Rangers but his letter was addressed to "Mr." Lee Francis so this is to advis his honor that Lee is a distaffer, darn purty and as efficient as a male

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 46 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 5, 1957 TEN CENTS

Johnston Says:

Chances Good To Avoid Hike In Arg. Tax

Finds S.A. Market Has Enormous Potential'

By JAMES M. JERAULD

Eric Johnston, president of the Motion Picture Export Association, reported yesterday to the board of directors that prospects are good for avoiding a drastic increase in Argentina's proposed tax on foreign films. The jump in fees from approximately 30 to $5,000 per feature was scheduled to go into effect Sept. 1, but a postponement to Oct. 1 was agreed upon after conferences. Robert J. Corbery, director of the MPEA Latin American Division, will return shortly to Argentina to carry on further negotiations.

In reporting to the press yesterday

(*Continued on page* 5)

Johnston Plans Trip To Europe in Fall

Eric Johnston, president of MPAA and MPEA, plans a trip to Europe this fall to discuss current problems and conditions in some of the leading markets there, he told a press conference at MPAA headquarters here yesterday. Among the countries he plans to visit are Germany, France, the Scandinavian countries and England.

Asked about appointments to the Production Code appeal board, Johnston said he expected to be able to

(*Continued on page* 5)

Lee to Head British Group to MPA Talks

From THE DAILY Bureau

WASHINGTON, Sept. 4.—Sir Frank Lee, permanent under secretary of the British Board of Trade, will head a three-man United Kingdom team for the forthcoming renegotiation here of the Anglo-American film agreement.

Working with him will be Gordon Ring, of the board's film section, and Kenneth Huggins, commercial coun-

(*Continued on page* 5)

Confirm Offer to Buy Yates' Repub. Stock

From THE DAILY Bureau

HOLLYWOOD, Sept. 4. — A Republic Pictures official confirmed today that Herbert J. Yates, president, has been offered $10 per share for his controlling interest in the company by an Eastern syndicate. The official declined to identify the bidders and did not indicate whether the bid had been accepted.

Yates is out of town and could not be reached for questioning. He reportedly owns or controls about 600,000 shares.

Other sources gave credence to a

(*Continued on page* 6)

Los Angeles Hearing On Pay-TV Tuesday

From THE DAILY Bureau

HOLLYWOOD, Sept. 4 — Los Angeles pay-television today became a matter of state-wide interest when State Assemblyman Louis Francis, chairman of the Assembly Public Utilities and Corporations Subcommittee on Corporation Laws, announced in Sacramento that hearings on pay-television will be held in Los Angeles on Tuesday.

Assemblyman Francis said, "During recent months several electronics

(*Continued on page* 6)

Attorneys Agree on Change; Seitz Signs Order

New Date for Loew's Holder Meet: Oct. 15

Postponement Does Not Require New Proxy Solicitation by the Management

Special to THE DAILY

WILMINGTON, Sept. 4—The new date for the special meeting of Loew's stockholders called by Joseph R. Vogel, president, for the purpose of removing Joseph Tomlinson and Stanley Meyer from the board and enlarging it to 19 directors is Oct. 15.

Chancellor Collins J. Seitz today signed an order fixing the new date prepared by attorneys for Vogel and the plaintiff in an action to enjoin the meeting which had been called for Sept. 12. Plaintiff is Ralph G. Campbell of Lexington, Ky., who has been identified by Vogel's attorneys as a partner of Tomlinson's in a hotel operation.

Chancellor Seitz made it clear that the delay ordered was for his personal convenience to make it possible for him to study the papers. He refused to accede to the request of counsel for Campbell to adjourn the meeting indefinitely or to adjourn it to February, the time of the next annual meeting.

Chancellor Seitz in agreeing to the delay said the Sept. 12 special meeting can take no action but can be

(*Continued on page* 4)

'Give Vogel Chance,' Brandt Urges Holders

In a letter addressed to stockholders of Loew's, Inc., Harry Brandt, chairman of the Loew's Stockholders Protective Committee, writes there is an "urgent necessity of giving Joe Vogel the fullest opportunity possible to develop his constructive program."

This letter was sent out under date of August 31 along with a form of proxy statement required by the Securities and Exchange Commission. The postponement of the meeting will not affect the committee's ef-

(*Continued on page* 4)

'Pay-What-You-Wish' Aids Rogers Hospital

Syndicate's 'Ten' Print Returned To Paramount; Stay Is Dissolved

Special to THE DAILY

INDIANAPOLIS, Sept. 4—Federal Judge Cale J. Holder today dissolved a restraining order obtained by Paramount Pictures prohibiting Syndicate Theatres Crest at Wabash, Ind., from continuing a two-weeks run of "The Ten Commandments" when he was advised that the theatre had returned the print to the company.

Paramount obtained the temporary injunction when the Crest sought to continue the run of the picture beyond the two weeks contracted for on a policy under which patrons paid what they pleased to see the picture. The preliminary injunction was withdrawn with the stipulation that Syndicate could press for a later ruling on whether or not the temporary restraining order was improvidently granted and whether Syndicate is or is not entitled to the $2,500 bond posted by Paramount on obtaining the injunction.

It was also stipulated that Paramount retains its right to sue Syndicate for $50,000 damages and loss of rental alleged to have been incurred as a result of the Crest policy.

Meanwhile, Trueman Rembusch, secretary-treasurer of Syndicate, presented a check for $1,731 to Marc Wolf of this city to be given to the Will Rogers Hospital at Saranac Lake, N. Y. Rembusch said the check represented Syndicate's share of the

(*Continued on page* 5)

GWTW Is MGM Model For 'Raintree' Opening

Using the famed 1939 Atlanta premiere of "Gone With the Wind" as its model, M-G-M will aim to exceed that occasion in launching its "Raintree County" at the Brown Theatre in Louisville, Ky., on Oct. 2.

Gov. A. B. "Happy" Chandler has extended the full cooperation of the state, and Mayor Andrew Broadbus of Louisville will welcome all arriving

(*Continued on page* 5)

Television Today Page 6

PERSONAL MENTION

MAURICE SILVERSTEIN, M-G-M executive, returned to New York yesterday from Rome.

•

HERB GREENBLATT, RKO Radio Western division manager, is in Toronto from New York.

•

ROUBEN MAMOULIAN, director, returned to the Coast yesterday from Washington.

•

GORDON CRADDOCK, assistant to the general sales manager of Rank Film Distributors of America, left here yesterday for key cities of the Midwest.

•

JOHN P. BYRNE, M-G-M assistant sales manager, is in Chicago from New York.

•

KIRK TORNEY, of Associated Artists Productions, will leave here tonight for San Francisco and Portland for conferences with station executives.

•

MAXWELL SETTON, of Todon Productions, will leave New York for London today via B.O.A.C.

•

SAM ROBERTS, of the 20th Century-Fox art department, has returned to New York from Europe.

•

ARTHUR FREED, M-G-M producer, who returned to New York yesterday from France, left here immediately for Hollywood.

Wins Gulf Film Talent Contest

Special to THE DAILY

NEW ORLEANS, Sept. 4.—Anita Wood, 19-year-old Memphis girl, was the winner of the Hollywood Star Hunt contest conducted throughout the South by Paramount Gulf Theatres and co-sponsored in this city by the New Orleans States. She made three appearances on the stage and sang in one of them.

Miss Wood will receive a role in a film to be made by AB-PT Pictures and will make personal appearances in many cities in connection with the opening of the film. All the runners-up were filmed at the prize-award ceremonies, and Henry G. Plitt, president of Paramount Gulf Theatres, said the film would be filed and could be used as screen tests for the runners-up.

2600 to See 'Pal Joey' Preview Here Tonight

An invited audience of 2,600 persons, including leading exhibitors and members of all press media, will attend a special preview of Columbia's "Pal Joey" at the Loew's 72nd Street Theatre here tonight. Also on hand will be a Columbia studio contingent, including president Harry Cohn, George Sidney, director of the picture, and Fred Kohlman, its producer, in addition to home office executives.

Among the exhibitors attending will be Leopold Friedman, Eugene Picker, John Murphy, Sol A. Schwartz, E. H. Rowley, Leonard H. Goldenson, Edward Hyman, S. H. Fabian, Samuel Rosen, Harry M. Kalmine, Harry Brandt, Russell Downing, Robert Rothafel, Robert Shapiro, Max Fellerman, Samuel Rinzler.

Also, Julius Joelson, Joseph Seider, Herman Becker, Ted Schlanger, William Goldman and Ed and Robert Durwood.

Cook, Robson Agents for London Variety Meet

Official tour agents for the Variety Club International Convention in London next April will be Thos. Cook & Son and Robson Travel of London. Both have many offices in this country.

Within three weeks all Variety Tents will receive brochures outlining one, two and three-week post-convention tours. Chartered flights both going and returning will be available through the Cook agency, says John H. Rowley, International Chief Barker. Members are free to make their own arrangements if they wish.

The London Tent is urging registration for the convention on or before Nov. 1 to make arrangements easier.

Columbia Dividend

Columbia Pictures' board of directors has declared the regular quarterly cash dividend of 30c per share on the common stock and voting trust certificates for common stock of the corporation, payable Oct. 30, to stockholders of record Sept. 30, 1957.

'U' Dividend 25¢

The board of directors of Universal Pictures at a meeting yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 27, to stockholders of record at the close of business on Sept. 14.

ASCAP Meet Monday

Forty district and division managers of the American Society of Composers, Authors and Publishers will hold a three-day sales meeting here next Monday through Wednesday.

New Housing Developments Hurt Films in Scotland

Special to THE DAILY

DUNFERMLINE, Scotland, Sept. 4—The building of new neighborhood areas is causing a drop in cinema attendances, according to George Gilchrist, local exhibitor, and managing director of Fife Entertainments Ltd.

He said here that television is not solely to blame. Outlying housing schemes in towns had a lot to do with the drop as people living in these new neighborhood schemes spent so much money on bus fares that they just could not afford to go to the pictures, he said.

Aberdeen, Wash., House Closed by Ticket Taxes

Special to THE DAILY

ABERDEEN, Wash., Sept. 4—The D. & R. Aberdeen Theatre was scheduled to close here as a result of the city council's refusal to lift the amusement tax, which is one cent for each 20 cents of admission. About 35 employes are affected.

James C. Runte, representative of Evergreen Theatres, which operates the house, pointed out to the Council that more than 30 counties and 100 cities have repealed their admission taxes.

Leaves One House in the Area

James Bonholzer, representing the United Theatres, which operates the house, took part in the negotiations. Closing of the theatre leaves only one house in the area a few miles away at Hoquiam.

Hollywood Earnings Up

HOLLYWOOD, Sept. 4. — Craft workers in production averaged $130.49 weekly earnings in July, up from $125.96 for the same month last year, but down from $131.66 in June of this year, according to the monthly report of the California Division of Industrial Relations.

Decca Dividend

Directors of Decca Records Inc. have declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable Sept. 30, to stockholders of record Sept. 16.

M. S. Bailey Dies

Morton S. Bailey, vice-president and director of advertising for "The Saturday Evening Post," died Monday in St. Lukes' Hospital, New Bedford, Mass. Bailey became head of "The Post's" advertising in 1947.

Loop Business In Big Rise

Special to THE DAILY

CHICAGO, Sept. 4—Loop theatre business soared to an unexpected high just before the Labor Day weekend. "Jeanne Eagels" hit a gross of almost $40,000 at the State Lake during the second week; "Sweet Smell of Success" was still grossing $30,000 when nearing the close of the third week and "An Affair to Remember," after its sixth and last week at the Oriental, did approximately $50,000.

"Man on Fire" grossed in excess of $28,000 at the Woods in the third week; and "Silk Stockings" upped its grosses to $9,000 at the conclusion of the ninth and final week at the Loop Theatre. At the Chicago Theatre where the first stage revue in two years augmented a week's run of "My Gun Is Quick," grosses totaled $55,000. In the new Labor Day lineup "The Sun Also Rises," minus a cut of two ordered by the local censor board, opened strong at the Oriental.

Release 'Payment' Film, Book, Day-and-Date

20th Century-Fox will release Jerry Wald's "No Down Payment" simultaneously with the publication of the John McPartland novel on which the picture is based by Simon and Schuster Sept. 9.

Simon and Schuster has scheduled ads in over 200 metropolitan newspapers for Monday calling attention to both the book and the CinemaScope production.

Set Marathon Interview

Miiko Taka, Japanese actress who co-stars with Marlon Brando in Warner Bros.' "Sayonara," will be introduced to the international press during an around-the-clock interview session beginning at noon, Wednesday, Sept. 11, and concluding at noon the following day. More than 100 writers and editors are scheduled to talk with the young actress in person and by long-distance telephone at the Warner studios in Burbank, Cal.

Impose Tax on Bingo

READING, Pa., Sept. 4—City authorities have ruled that all bingo parlors must pay the 10 per cent city amusement tax which is levied against theatres and other entertainment. Not only admission tickets to the bingo hall, but sale also of bingo cards and all other income received by the operators from players are subject to the tax, it was ruled.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor. William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Drew Eberson, architect, has been commissioned to design a 1000-car drive-in theatre at Laurelton, N. J., adjoining State Highways 88 and 70, to open next spring. The theatre is being built by **Lee Newbury,** who operates the Manasquan. The drive-in will have in-car heaters for all-year operation.

□

Livingston Goddard has been elected president and a director of Pathecolor, Inc. He was formerly treasurer of Chesapeake Industries, Inc., parent company of Pathecolor.

□

James W. Trantham, manager in Sweetwater, Tex., for Rowley United Theatres, and **A. E. McClain,** manager for the circuit in Hillsboro, Tex., have swapped jobs, effective this week.

□

Leo Hochstetter, of the Motion Picture Export Association, now in Singapore to discuss the film tax situation, was guest there at a dinner party of **Mr. and Mrs. Run Run Shaw,** of Shaw Brothers, Ltd.

□

Madeline O'Donnell, daughter of **William O'Donnell,** Texas exhibitor, and niece of **Bob O'Donnell,** head of Interstate Theatres, has been cast in a featured role in Columbia Pictures' "The Other Life of Lynn Stuart."

□

Henry Greenberger, official of the Community Circuit, Cleveland, and **Mrs. Greenberger** are celebrating their 40th wedding anniversary.

□

Roy Tash has been named head of the newsreel department of Associated Screen News, Montreal, succeeding **Arnold Hague,** who has resigned. **Tash** will headquarter at the Toronto office of A.S.N.

□

William J. Kilpatrick, public relations director of the Sikorsky Aircraft division, United Aircraft Corp., has resigned to join the public relations staff of **Mike Todd.**

□

Elizabeth Wetter, who joined Universal in Chicago in 1907, when it was known as Laemmle Film Service, was guest of honor at a luncheon in her honor to celebrate her "golden anniversary" with the company.

□

Allen M. Widem, of the "Times" of Hartford, has returned there from Lake Tarleton, N. H., where he was a speaker at the Festival of the Seven Arts.

□

Frances Shelton, copywriter and advertising-publicity assistant at Filmack Trailer Co., Chicago, has resigned that post and has been succeeded by **Joe Anne Lawson,** who in the past has been in the Florida advertising field.

SAG-AAP Package Pact For 12 Post-'48 of WB

From THE DAILY Bureau

HOLLYWOOD, Sept. 4. — The Screen Actors Guild has announced the consummation of an agreement with Associated Artists Productions for payment aggregating $207,000 by the latter for telecasting 12 Warner Brothers theatrical features produced after the Aug. 1, 1948, cutoff date.

These 12 include the 10 covered in an agreement with AAP jointly announced by the Screen Directors Guild and Writers Guild of America, West, last Friday, plus two others not included in that agreement.

In 36 Payments

The SAG agreement requires AAP to pay the amount in 36 equal monthly payments, at the rate of $17,250 per picture, which monies will be split among the actors in the films covered by the agreement.

SDG had accepted $87,500 for 10 pictures, with the writers accepting $6,000 against the first $100,000 revenue on each picture plus eight per cent on all subsequent earnings, including pay-television.

All three guilds point out that these agreements do not in any way constitute a formula for residual settlements on post-1948 films, and relate only to this specific package.

Multiple First Run Plan Gaining in Cleveland

Special to THE DAILY

CLEVELAND, Sept. 4.—Multiple first-run bookings are gaining here, especially among the smaller distributing companies. Allied Artists started the practice locally and carried it on alone for several years.

Latest among the multiple bookings have been "Monster From Green Hill" and "Half Human," DCA; "I Was a Teenage Werewolf" and "Invasion of the Saucer Men," AIP; "Battle Hill" and "Bermuda Affair," DCA. Coming soon will be "Reach for the Sky" and "Check Point," from Rank Film Distributors of America.

Managers say first run announcements mean better boxoffice. In some cases admission prices are advanced five cents.

Loew's Houston Drive-in To Open in October

Special to THE DAILY

HOUSTON, Sept. 4—Loew's new drive-in is scheduled to open early in October, according to Homer McCallon, manager, with an elaborate ceremony which will include the presence of Hollywood personalities.

The new drive-in, built at a cost of $1,200,000, covers 36 acres, with room for 1700 cars. The restaurant will be airconditioned. Some 70 palm trees have been planted. Electronic door-openers are provided. The playground will have an electric train, merry-go-round and other attractions for youngsters. Wayne Horton will be the manager.

Camera-Projector Invented For Use with 8mm Film

Longines-Wittnauer Watch Co. will put a new type of 8mm movie camera on the market that can be turned into a projector in 30 seconds. It will go on sale in November at a retail price of $159.30 in jewelry stores.

The operator can take pictures by pressing a button, the company says. Electricity is furnished by three flashlight batteries, and a red bulb on the view finder warns the operator when the power is getting low. It is converted into a projector by screwing it onto a base and plugging it into a light socket for power after pressing a button that opens the side of the camera. Two arms holding the spools are lifted.

Wometco Appeals New Loew's Fla. Theatre

From THE DAILY Bureau

WASHINGTON, Sept. 4.—Monroe E. Stein, attorney for the Wometco Circuit in Florida, has filed an appeal in Federal Court here to reverse a decision granting permission to Loew's Theatres to acquire a new theatre in Sunny Isle, Fla.

Wometco maintained that Federal Judge Edmond Palmieri, who presided in the case, had no right to deny intervention by the circuit. In addition, the circuit charged that the government had made no investigation itself to ascertain the facts but had accepted the advice of Loew's counsel regarding competition factors in the area concerned.

N.Y. Film Directors Set Meeting Saturday

The organizing committee of the New York Film Directors has called a membership meeting for Saturday to approve a draft of the by-laws for a permanent organization in New York. The Film Directors unit has over 250 members in New York and others in Washington, Detroit, Chicago and Philadelphia.

After approving by-laws and electing officers and executive board members, the New York organization will open negotiations for a basic agreewith local producers with whom unofficial contact has already been made.

Mrs. Fenton-Dormer in Europe, East Post for UA

Mrs. Kathleen Fenton-Dormer has been named United Artists' acting supervisor of advertising, publicity and exploitation for Continental Europe and the Middle East, it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution for UA.

Mrs. Fenton-Dormer has served with the company since August 1955, in Europe.

. . . NEWS ROUNDUP

'Sun' Hits $1,000,000

Darryl F. Zanuck's "The Sun Also Rises" has grossed almost $1,000,000 in the first 12 days of national release in over 200 key city engagements, a spokesman for 20th Century-Fox said yesterday.

■

WB Meeting in Denver

The third in a series of Warner Bros. district and branch manager sales meetings will be held at the Brown Palace Hotel in Denver today and tomorrow, with Fred Greenberg, the company's West Coast district manager, presiding. Branch managers attending are Carl Miller, Denver; Joseph Sarfaty, Los Angeles; Al Oxtoby, Portland; Keith Pack, Salt Lake City; Al Shmitken, San Francisco, and Vete Stewart, Seattle.

■

DCA 'Teenage' Package

DCA has announced the acquisition of the American distribution rights for two new pictures, "Teenage Bad Girl," filmed in London, and "Teenage Wolf Pack," filmed in Berlin. The two pictures will be released as a combination "teenage" show by DCA in November.

■

Talk Baltimore Theatre Sale

A deal is expected to be consummated this week wherein the Mayfair Theatre, downtown 1,000-seat first-run house in Baltimore, will be purchased by the Kayjec Corp., of which Jack Fruchtman is head. The Mayfair is a Hicks-Baker house.

■

Australia Likes 'Shiralee'

Three openings of "Shiralee," produced by Ealing Films and distributed by M-G-M, have scored excellent grosses in Australia, the company reports. The openings took place in Sydney, Melbourne and Chullora, a suburb of Sydney.

Charlotte KKK Pickets 'Island in the Sun'

Special to THE DAILY

CHARLOTTE, Sept. 4—"Island in the Sun" at the Visulite Theatre brought out a group of Ku Klux Klan pickets in their white robes. The police dispersed them after a short time.

The day before the theatre was picketed by members of the Southern Employes Association. Robert Schrader, house manager, said there was no disorder. New boxoffice records were set the first two days, he said.

Brandt Urges

(*Continued from page* 1)

forts to get proxies. Any proxies given for the September 12 session at which no business will be transacted other than a quick adjournment will be good at the postponed session.

"Never in the history of the motion picture industry, and so far as I have been able to determine in any industry, has an executive received the wholehearted support of colleague and competitor alike," Brandt wrote.

Continuing, he stated: "The film business is an interdependent one with its final responsibility to the public itself. The thousands of theatres in this country and around the world are dependent on a steady flow of entertaining film if they are to continue. Loew's, Inc., is a major supplier of this type of film.

Sees Vogel Direction Essential

"Given a chance to move forward, as it will, I believe, under Joe Vogel's direction, MGM will continue to perform this all-important function at an increasingly superior rate."

The committee's proxy statement lists all the previous objectives for the stockholders' meeting continued in the two statements sent out by Vogel, but, in addition, points out that the proposed amendment to the by-laws increasing the board to 19 will require a vote of a majority of the shares issued and outstanding. A majority vote of those present can accomplish the removal of Stanley Meyer and Joseph Tomlinson from the board, it states.

After listing the nominees for the board Brandt relates that he telephoned Vogel after he had heard of the call for the September 12 meeting and offered his services in securing proxies.

Full Data on Members

The statement has the same type of information about members of the protective committee that is furnished in the Vogel call about nominees for the board.

The new membership list, including those previously announced, is as follows:

Harry Brandt, president, Brandt Theatres, Inc., and several other organizations, which pay film rentals totalling $1,250,000 annually.

Thomas Connor, president of Tom Connors Associates, Inc.

Jay Emanuel, president and general manager of Jay Emanuel Theatres and Jay Emanuel Publications, which pays the company $7,900 annually.

Herman Becker, president of Rugoff & Becker Management Corp., which has paid Loew's $250,000 in film rentals since September 1955.

Ned E. Depinet, former president of RKO Radio Pictures.

Percival E. Furber, chairman of the board and president of Trans-Lux Corp.; Robert S. Benjamin, chairman of the board of United Artists; Helen Menken, president of American Theatre Wing, Inc.; Henry F. Fischbach, president and chairman of the board of Fischbach & Moore, electrical contractors; Robert Anthonie, professor of law at Columbia University; Jacob Starr, treasurer of Artcraft Strauss Sign Co.; Bernard G. Kranze, vice-president of charge of distribution of Stanley Warner Cinerama Corp.; Charles Schlaifer, president of Charles Schlaifer & Co.; R. M. Kennedy, Birmingham, president of Montgomery Theatre Operating Co.; Arthur Lockwood Boston, president of Lockwood and Gordon Enterprises; Harry Goldstein, general manager of the Globe and Mayfair Theatres, N.Y.; Martin B. Ellis, partner in A.M. Ellis Theatres Co., Philadelphia; M. J. Fox, Philadelphia real estate and theatre man; Harold S. Eskin, president of Harold S. Eskin Amusement Enterprises, Inc., New York; Leo Brecher, president of Leo Brecher Theatres, New York; Solomon M. Strausberg, president of Interboro Circuit, Inc., New York; Arthur Schwartz, self-employed music composer; Leonard S. Gruenberg, theatrical producer; Robert Miller, president of Renaissance Publishers, Inc., New York; Edward K. O'Shea, vice-president and general sales manager of Magna Theatre Corp.

Also, Robert J. O'Donnell, vice-president and general manager of Interstate Circuit, Inc., Dallas; David E. Milgram, president of Milgram Theatres, Philadelphia; Melvin H. Koff, owner of the Keswick Theatre, Glenside, Pa.; Lester Krieger, secretary of Philadelphia Theatre and Amusement Co.; Sam Bendheim, Jr., vice-president of Neighborhood Theatres, Inc., Richmond; Louis K. Ansell, president of Varsity Theatre Co., St. Louis; Michael Naify, president of United California Theatres, San Francisco; Edmond R. Ruben, partner in Welworth Enterprises, Minneapolis; Samuel Rinzler, president of Randforce Amusement Co., New York; Edwin Silver, president of Essaness Theatres Corp., Chicago; Charles B. Moss, vice-president of Bengood Corp., New York; M. S. Fine, president of Associated Theatre Circuit, Cleveland; Emanuel Frisch, treasurer of Randforce Amusement Corp., New York; Jack H. Levin, president of National Theatre Institute, New York.

And, Harry E. Gould, president of Reinhold-Gould, Inc., New York; Maurice J. Miller, general manager of SMH Amusement Co., Passaic, N. J.; Michael Ruden, associated with Brookpru Theatre Corp.; Arthur M. Rapf, Brooklyn exhibitor; Joseph Blumenfeld, owner of Blumenfeld Theatres, San Francisco; E. C. Rhoden, president of National Theatres, Inc., Los Angeles; John B. Schuyler, Sr., president of Delft Theatres, Butler, Wisc.; George C. Hoover, president of Theatre Associates, Inc., Miami; Benjamin Hartstein, attorney, New York; Irving D. Karpas, real estate and investments, New York; Edith B. Marshall, president of Melba Cinema, Inc., Bronx; Morton Gerber, president of District Theatres Corp., Washington, D.C.; David D. Wallerstein, executive of Balaban & Katz, Chicago; Frank Sinatra, singer and actor; Emil Friedlander, president of Dozin's, Inc., Miami; A. H. Blank, retired former president of Tri-States Theatres Corp., Des Moines; Harry Davey, division manager of Randforce Circuit, New York; Murray Alper, district manager of Randforce; George Langbart, district manager for Randforce; Charles Grace, district manager for Randforce; Benjamin Berger, owner of Berger Amusement Co., Minneapolis; Ray Cooper, exhibitor, San Francisco.

BE HAPPY GO FILMACK FOR ALL YOUR SPECIAL TRAILERS
BEST QUALITY! SPEEDY SERVICE!
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

FEATURE REVIEWS

The Parson and The Outlaw

Columbia

According to this film, Billy the Kid, played by Anthony Dexter, one day had enough of killing and gun play and just wanted to retire from the shooting business. The only trouble was that nobody would let him alone.

"The Parson and the Outlaw" shows how Billy the Kid feigns his own death so he can start a new life as a respectable homesteader. One of Billy's neighbors, Robert Morgan, however, has a distinct dislike for homesteaders and spends most of his time trying to annex everybody's land to his. The townspeople are too weak to fight this man who even arranges to wipe out federal troops upon occasion.

Reverend Jericho Jones recognizes Billy the Kid, but instead of turning the outlaw over to the sheriff, he decides Billy's just the man to settle the town's problems. Billy is unmoved by the reverend's pleas and only after the parson is shot down in cold blood by Robert Morgan's men does he don those shooting irons. In no time at all, there are bodies all over the place, and Billy is free to get on his horse and ride away.

The cast, in general, performs competently. Oliver Drake and John Mantley wrote the screenplay, which was shot in Technicolor. "The Parson and the Outlaw" was directed by Oliver Drake. Production was under the supervision of Buddy Rogers and Robert Gilbert.

Running time, 71 minutes. General audience classification. Release, in September.

NORMAN MORRIS

Street of Sinners

Security-United Artists

George Montgomery, hero of many a western, transfers his action technique in one of New York's crowded slum districts in the role of a rooky policeman here. He sets out to enforce all the laws and ordinances in spite of the opposition of a saloon owner with political influence, who starts neighborhood girls on the primrose path, and has close contacts with juvenile gangs and assorted ne'er-do-wells. This builds up to unrelieved tension as the patrolman progresses swiftly from issuing parking tickets to a clash with the saloon owner for serving liquor to minors, employing under-age girls as waitresses and taking bets on horse races.

He soons finds his life in danger and his career hanging in the balance because a girl jumps from a ledge while he is in her apartment. Then he runs into a murder mystery and a romance at the same time.

It's as exciting as any western and has threads of human sympathy running through the story as Montgomery begins to make friends among the warring youngsters. Two young girls—Geraldine Brooks and Marilee Earle, whose affections center on Montgomery, give effective performances. Nehemiah Persoff makes the character of the saloonkeeper properly menacing.

This is a modest budget attraction tailored for the action fans. The screenplay by John McPartland is based on a story by Philip Yordan, and much of it was directed on New York streets by William Berke.

Running time, 76 minutes. General classification. Release, in September.

JAMES M. JERAULD

Holders Meet

(*Continued from page* 1)

convened and then adjourn to Oc 15. This procedure has the effect validating the proxies that have bee sent in to management by stockhold ers, inasmuch as the proxies specif that they may be voted at the Sep 12 meeting or "any adjournme thereof." Thus no new solicitation the proxies already received is mad necessary by the postponement the meeting.

Statement by Seitz

Chancellor Seitz granted the dela because he said "I believe that som of the matters relied upon by plain tiff are of such substance" that a adjournment is in order. He adde that "The stay will give the cou an opportunity to pass upon th many matters pressed upon the cou upon very short notice. Such a sta will not prejudice the rights of thos with the ultimate say—the stockhold ers. It may be noted that in th meantime, the executive committee i not prevented from acting despit the factional feud."

In the order signed yesterday Chancellor Seitz also gave effect t his earlier denial of a motion b Loew's to dismiss the Campbel complaint for failure to comply wit Rule 23B of the Delaware Chancer Court rules. He also specified tha the delay of the Sept. 12 meetin does not become effective unles Campbell files a $5,000 bond.

Tomlinson Has Appeal Pending

The Tomlinson forces also have pending in State Supreme Court here an appeal from Chancellor Seitz' decision holding invalid the election of Louis B. Mayer and Samuel Briskin to the Loew's board and all other actions taken by the July 30 "rump" meeting. No date for a hearing on the appeal has been set by the court.

'Acre' Book Tie-Up

United Artists has concluded a book tie-up with Grosset & Dunlap and Signet Books in behalf of Security Pictures' "God's Little Acre." It is geared to sell 2,000,000 copies of the Erskine Caldwell novel on which the film is based.

REVIEWS

Enemy from Space

United Artists

Brian Donlevy is a stocky-built but mild mannered scientist engaged in interplanetary research for the British government. One night a near automobile accident induces him to drop his scientific endeavors for a time and take up a much more important assignment. His mission: Uncover and deal with "forces so ugly and so terrible they could destroy the earth."

Trouble starts when Donlevy and one of his laboratory assistants drive by a plant which obviously has been copied from Donlevy's designed "moon plant." The two get out to learn who is doing "moon atmospheric research," but the assistant is injured by a mysterious object and is carried off by masked armed guards who appear. Donlevy manages to escape, but he is enraged to discover the authorities will not listen to his story.

Only after he takes his case to Parliament does he get some satisfaction. He arranges to tour the mysterious plant with a member of the House of Commons, but is later horrified to discover the lawmaker has been slain. It takes a lot out of Donlevy to prove to the British authorities that the plant is not developing synthetic food as supposed, but is really producing hideous monsters who will inevitably destroy the civilized world.

A few less subplots would have helped "Enemy from Space." Although there is a great deal of action in the picture, the screenplay lacks coherence and clarity. The script was written by Nigel Kneale and Val Guest. Guest also directed the science fiction film. The picture was produced by Anthony Hinds.

Running time, 84 minutes. General classification. Release, in September.
N. M.

Cartouche

Nasht (RKO) Budd Rogers

A man's honor is at stake in this Louis Stevens screenplay, and Richard Basehart, as the gallant French gentleman Jacques de Maudy, who must prove he has been accused of murder falsely, sets the stage for action-packed adventure. Sword in hand, Basehart fights his way up and down some of the most magnificent marble staircases in Europe in search of the real murderer, the Marchese di Salpiere, played by Akim Tamiroff.

Although di Salpiere had exiled de Maudy at the outset, de Maudy later crosses back into France from Italy. He then joins a band of traveling thespians and assumes the name of Cartouche, the masked swordsman.

When the players are invited to perform before the Marchese, Cartouche plans his revenge and the fun begins. The chase sequences are fine, and there is plenty of action, even though it is sometimes difficult to determine just who is pursuing whom.

Probably the most exploitable aspects of "Cartouche" are the action sequences and the splendid 18th century backdrops. The John Nasht production was shot in some magnificent castles in Italy. The performers generally handle their respective parts capably. "Cartouche" was directed by Steve Sekely.

Running time, 73 minutes. General classification. Release, in September.
N. M.

May Avoid Argentine Hike

(*Continued from page* 1)

on his recent three-week trip to South America, Johnston said it included conferences with government officials in Venezuela and Brazil and as well as Argentina, and several other problems were taken up. Two of these were the Brazil and Argentine ceilings on admissions.

Says Admissions Are Lowest

Argentine admissions are the lowest in the world, Johnston said. The ceiling is five and one-half pesos, without a one-half peso tax. This makes the top admissions about 11 cents in U.S. funds. In Brazil the ceiling is a fraction over 18 cruzeiros, which is approximately 22 cents. Neither of these ceilings takes into account the effects of post-war inflation. In Brazil this subject was discussed with the president and vice-president.

Johnston believes the South American market has an enormous potential. It has grown greatly during the past 10 or 11 years, Johnston said, and in Brazil, where the population is expected to reach 100,000,000 by 1967, there is a prospect of further huge increases. Television is not an important competitive factor in the Latin countries as yet, Johnston said.

Italian, French and English films are shown in Latin countries along with United States product.

Prospects for increasing business in Iron Curtain countries are not bright, in the opinion of the MPEA head, with the exception of Poland, East Germany and Hungary. MPEA license agreements have been renewed in these areas and the outlook is good for getting satisfactory agreements, Johnston said. The outlook is not good in the Soviet Union, Czechoslovakia, Rumania and Albania, because these countries are insisting upon reciprocal deals.

Reciprocal Showings Impossible

It has been possible to set up arrangements for exporting films to those countries, Johnston stated, but it is impossible to provide reciprocal showings of their films in this country.

Discussions with Poland are now going on, with the prospect that Poland may agree to take 45 films. The outlook in East Germany and Hungary is hazy.

Lee Will Head

(*Continued from page* 1)

selor of the British Embassy here. The negotiations are scheduled for Sept. 24 and 25, and so far no major problems are expected.

Representing the Motion Picture Association will be MPAA president Eric Johnston, Ralph Hetzel, Griffith Johnson, and European manager Faye W. Allport. The Society of Independent Motion Picture Producers will be represented by president Ellis Arnall.

Steven Beers Joins N.Y. Staff of MPEA

Steven Beers has joined the New York staff of the Motion Picture Export Association, it was announced yesterday by Eric Johnston, president of MPEA. Beers will assist G. Griffith Johnson, vice-president in charge of MPEA's European division, and George Vietheer, executive officer of the association.

In the past Beers has been associated with the Office of Technical Service, Department of Commerce, in Washington. He served as a naval aviator in World War II and in the Korean conflict.

GWTW Is MGM Model

(*Continued from page* 1)

guests with symbolic "keys to the city." George Murphy has been assigned by M-G-M as coordinator of invitations.

In addition to screen stars, representatives of the working press will be flown to Louisville from Los Angeles, New York, Chicago, Boston and Philadelphia.

Events of the night before the premiere will include a "Raintree County Ball," with all proceeds going to the Children's Hospital.

Premiere Day will be featured by a Kentucky burgoo (barbecue), a buffet supper and a series of activities in front of the Brown Theatre prior to the performance. A champagne supper will follow the premiere.

Legion Reviews 14; Three Are Condemned

The National Legion of Decency reviewed 14 pictures this week, placing four in Class A, Section I, morally unobjectionable for general patronage; two in Class A, Section II, morally unobjectionable for adults; five in Class B, morally unobjectionable in part for all; and three in the Class C or condemned category.

In Class A, Section I are "How to Murder a Rich Uncle," "Joe Dakota," "Omar Khayyam," and "Story of Mankind." In Class A, Section II are "Johnny Trouble" and "Quantez." In Class B are "Back from the Dead," "Devil's Hairpin," "Joker Is Wild," "Sun Also Rises," and "Three Faces of Eve."

In Class C are "Bed of Grass," "Light Across the Street," and "Maid in Paris." The first is a Greek production and the other two French.

Johnston Trip

(*Continued from page* 1)

make known the final seven new members in a week or 10 days. Ten appointees are being named to the appeal board which now includes all members of the MPAA board. Of the 10 additional appointees six will be exhibitors and four will be non-member producers. Thus far, the appointments of Ben Marcus and George Kerasotes, exhibitors, and William Goetz, producer, have been made known.

Awaiting Petrillo Word

In reply to a question, Johnston said that the negotiations with the American Federation of Musicians on payments for films sold to television have been adjourned for about 30 days, with James C. Petrillo, AFM president, to notify the MPA when he is ready to resume the discussions.

Little Hope Is Entertained For Change in U.K. Pact

In New York, Johnston said the American side will continue to work for complete elimination of all restrictions on the importation of American pictures into England and the remittance of earnings in that market. However, there does not appear to be very good prospects at this time of any material change in the agreement, with most views leaning to the likelihood that it will be renewed for another year in much the same form as at present.

Johnston said he was unaware of any new demands the British might introduce at the forthcoming sessions.

'Commandments'

(*Continued from page* 1)

two weeks "Commandments" engagement, in the amounts of $2,050 for the first week at 30 per cent of the gross, and $2,841 the second week at 40 per cent.

Earned Too Little, Says Paramount

Paramount charged that on the basis of experience in comparable theatres "Commandments" should have earned four or five times as much as it did at the Crest. Rembusch said the house's average gross for the previous six weeks was $345. He insisted Syndicate believes the policy to have been a success. Syndicate has an anti-trust action against Paramount pending, which antedated the "Commandments" incident.

DCA Acquires 'Weak'

Distributors Corporation of America has acquired the distribution rights to the English film, "The Flesh Is Weak." The company has scheduled the picture for fall release.

New DCA Office

DCA has opened a new New York branch office at 630 Ninth Avenue with Ira Michaels continuing as DCA's New York sales representative.

Television Today

NBC, RCA Preview New Programs and Sets

NBC yesterday afternoon showed its newspaper friends, ad agency clients, station affiliates excerpts and personalities from its fall schedule, much of it in color, and RCA showed to its dealers everywhere the same plus its new color receivers.

NBC's press showing was at the Johnny Victor Theatre, RCA Building. Guests saw the second of two hours of color. It comprised excerpts from regular programs and those designated as special. It featured Jack Paar, Alfred Hitchcock, Perry Como, Eddie Fisher, Tennessee Ernie Ford, Dinah Shore, George Gobel, Robert Young and William Bendix. NBC president Robert Sarnoff and vice-president Bob Kintner introduced and commented. Clients and dealers in New York saw the program at the Ziegfeld Theatre, with Sarnoff and Kintner on the stage.

RCA dealers in showrooms saw two hours of color, and five new receivers priced $550 to $795 and using a new "tri-color" 21-inch tube.

Enden Maker Answers Charge of False Ads

From THE DAILY Bureau

WASHINGTON, Sept. 4.—Helene Curtis has denied that its TV commercials for "Enden Shampoo" mislead anybody, and has asked the Federal Trade Commission to dismiss the false-advertising charges against the company.

This was one of the complaints started through investigations of the new radio-TV monitoring unit.

Misrepresentation Charged

The FTC had charged that the commercials represent falsely that Enden will cure dandruff. The company answered that the complaint does not "fairly represent the effect of the sequence upon the viewer." When interpreted as a whole, it was argued, the commercials are reasonably understood to mean that regular use of Enden will "stop . . . unsightly flakes . . . (and) itching . . . and will inhibit the growth of bacteria. . . ." But customers are aware that the advertising implies periodic shampooing is needed.

SOC To Sponsor Show

To celebrate its 75th anniversary, Standard Oil Company will sponsor a 90-minute spectacular over NBC-TV in October with a host of motion picture and television luminaries. Included in the telecast will be June Allyson, Jimmy Durante, Marge and Gower Champion, Brandon De Wilde, Bert Lahr, Eddie Mayehoff, Jane Powell, Kay Starr and Kay Thompson. The date is Sunday, Oct. 13 (9:00-10:30 P.M.).

WB Package Now in Over 100 Markets

Special to THE DAILY

CHICAGO, Sept. 4 — The total number of television markets in which pre-1948 Warner Brothers features have been sold now is over 100, W. Robert Rich, sales chief of AAP, Inc., announced here at the conclusion of the company's two-day sales meeting held here.

Popeye in 75 Markets

The Warner and the Popeye cartoon packages each have been bought in 75 markets, he said. These were said to represent the sales of over $26,000,000 reported in the Associated Artists Productions Corp. semi-annual report two weeks ago.

Phil Silvers Plans Show-within-Show

"The Phil Silvers Show" launches its third season on CBS-TV Tuesday, September 17, with an elaborate comedy production of Franz Lehar's "The Merry Widow."

The production-within-the-production will be produced by Silvers' Sgt. Bilko to recoup moneys he misappropriated from the platoon's welfare fund. The cast includes Gretchen Wyler, Bob Hastings and Burton Mallery.

New Perry Mason Show

CBS-TV's new hour-long, weekly mystery series, "Perry Mason," makes its debut Saturday, September 21, in the 7:30-8:30 P.M., EDT, time spot. Raymond Burr stars in the title role, with Barbara Hale seen as his Girl Friday. Sponsors are Purex and Libby-Owens Ford.

'O.S.S.' Set to Start

ABC-TV's new dramatic action series, O.S.S. "based on the cloak-and-dagger operations of the Office of Strategic Services during World War II, makes its debut Thursday, September 26, with "Operation Fracture." Ron Randell stars in the series, sponsored by the Mennen Company.

'Search' in 7th Year

CBS-TV's "Search for Tomorrow," the oldest daytime serial in television, launches its seventh season tomorrow. It made its debut Sept. 3, 1951. The serial is sponsored by Procter and Gamble. Woody Klose is executive producer and Myron Golden producer.

'Cheyenne' Starts Third

ABC-TV's "Cheyenne," described as "television's first regularly scheduled full-hour adult western," starts its third season on the air Tuesday, September 24. General Electric is the alternate week sponsor.

Fees for FCC Service Asked in House Bill

From THE DAILY Bureau

WASHINGTON, Sept. 4 — A bill which would require the Federal Communications Commission to charge fees to holders of broadcast licenses for various commission services was introduced in the dying hours of this session of Congress by Rep. Charles A. Vanik (D., Ohio). Under the bill, applicants for station licenses would have to pay for the processing of applications, and those holding licenses would have to pay for license renewals and for applications for changes in facilities.

The bill will rest in the House Commerce Committee through the adjournment period, and at least until Congress reconvenes in January.

Some years ago, after Congressional pressure aimed at making the FCC partially self-supporting in some of its regulatory activities, the commission came out with a proposed set of fees along the lines advocated by Vanik. But a storm of Congressional protests forced the commission to kill the entire idea.

L.A. Pay-TV Hearing

(*Continued from page* 1)

firms have applied for permits and franchises to construct pay-television systems in cities, apparently in anticipation of televising big league baseball games, other sports events, and first run movies. Since any proposed pay-television system would necessarily be linked with the subscriber's television set, and with the existing telephone system, the state has jurisdiction and the duty to investigate this new enterprise for the protection of the public."

The hearing, open to the public, will be held in the auditorium of the Los Angeles Police Building.

Boston Opera Closing; Sack Converts 2 Houses

Special to THE DAILY

BOSTON, Sept. 4 — The Boston Opera House, built in 1909 and housing this city's cultural ballets, concerts and operas, has been sold and may be converted into a parking lot or a storage warehouse. The edifice has never played motion pictures. It was owned by the Shubert interests, and marks the third Shubert house this year to change hands.

Benjamin Sack has leased both the Majestic and Plymouth theatres and turned them into showcases for films, changing their names to the Saxon and the Gary theatres.

One of the reasons for the sale, it is understood is the fact that the building commissioner had condemned the property as being unsafe, requiring thousands of dollars to correct.

The opera house had housed the spring visits of the Metropolitan Opera Co., but there is no definite answer to the spot the New York company will use if it travels to this city this spring.

Subscribers Praise Telemovies Reception

Special to THE DAILY

BARTLESVILLE, Okla., Sept. 4— A check of some of the first 30 families subscribing to telemovie which made its nationwide debu here yesterday, revealed that nearl all were happy with the quality o the reception over their televisio sets.

One woman said she and her hus band had not been to a motion pic ture theatre in four years "becaus we couldn't afford it." Asked if the could now afford telemovies, she said "Oh, we haven't decided to keep it."

Another woman said she had "house full of people and receptio is wonderful."

Republic Deal

(*Continued from page* 1)

published report that the bidders in cluded Joseph D. Blau, president o Continental Thrift Co., which recentl acquired control of Flamingo Films a TV film producer and distributor

Blau was among the group headed by Gerald Cantor which took a option on Yates stock last year, and allowed it to Lapse.

Cantor, out of town, could not be reached today for comment.

Coffee 'On the House' Now Offered by FPC

TORONTO, Sept. 4—A public re lations move by Famous Player Canadian Corp. to win more patron in the early evening has become popular.

Reasoning many patrons like to get home for dinner, some of the chain's units are offering patrons free coffee and biscuits. The service of the coffee, always freshly-brewed, is arranged by Theatre Confections Ltd. Its service, of course, is accompanied by cream and sugar.

The setup is placed in the theatre lobby, with a standing card beside the freshly brewed coffee offering the gratis service.

Its service continues from about 5 P.M. until 6:30 P.M. Originally begun as an experiment, the service is becoming a permanent fixture in many of the theatres.

Norman Panama to N. Y.

HOLLYWOOD, Sept. 4 — Norman Panama left here by plane today for New York, where he will confer with Barney Balaban, president of Paramount Pictures, on production plans for "Jayhawkers" and "Transfer," both of which will be produced by Panama and Melvin Frank.

Opens Wash. Theatre

METALINE FALLS, Wash., Sept. 4.—Robert Hagman has announced the opening of his Nu-Vu Theatre here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 82, NO. 47 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 6, 1957 TEN CENTS

iven 'Preview'

. F. Board n 'Dim View')f Pay-TV Bid

ranchise Seen Indefinite; iants-Skiatron Deal Set

Special to THE DAILY

SAN FRANCISCO, Sept. 5.—City icials took a skeptical view today of proposal for granting a franchise pay-TV and indicated it may be nths before such a franchise is nted, if at all.

The board of supervisors was giv- a preview of home life in a toll- setup. Alan J. Lane, operations di- tor for Skiatron TV, Inc., which is king a strong bid for the franchise, tlined one picture, while city attor- y Dion Holm painted another.

Lane said his firm would pipe music o customers' pay-TV sets on one

(*Continued on page* 6)

ol. Ranger to Get MPTE Warner Award

Col. Richard H. Ranger, president Rangertone, Inc., Newark, will be e next recipient of the Samuel L. arner Memo- l Award of e Society of otion Picture d Television ngineers. The resentation ill be made the 82nd nvention in ie Sheraton otel, Philadel- ia, Oct. 4.



Col. R. H. Ranger

The award mmittee was aded by G. Sawyer of the Samuel Goldwyn

(*Continued on page* 6)

Television Today

Page 8

Good Review Underrated Aid In Exploitation: Makelim

By NORMAN MORRIS

"Any picture that receives, in general, good reviews," in the opinion of producer Hal R. Makelim, "if properly exploited, can be a success to all concerned." The author of the famous Makelim Plan said here yesterday that films that are well received by the press but which produce poor box office results represent exploitation failures on the part of distribution and exhibition alike.



Hal Makelim

Makelim said if more exhibitors would do as much in the way of promotion and exploitation as the few who do, more profit would accrue to everyone concerned with the film. Besides, he added, if

(*Continued on page* 6)

Music Hall Parking Policy Pays Off

The Music Hall's parking policy recently inaugurated for evenings and holidays is paying off solidly in patron satisfaction and in bringing customers to the theatre who might otherwise be deterred by travel or traffic problems.

According to the management the service is being used by an average of 30 to 40 cars a night and by as many as 200 on Sundays and holidays;

(*Continued on page* 6)

Ohio ITO Seeks Funds For Toll TV Battle

Special to THE DAILY

COLUMBUS, Sept. 5. — Members of the Independent Theatre Owners of Ohio are being urged by Charles Sugarman, acting secretary, to send in contributions to aid in the fight against toll television. A scale based on seating capacity or car capacity has been set up by the board of directors.

It follows: Closed theatres—up to 500 seats, $7.50; 500-700, $11.25; 750-1,000—$18.75; 1,000-2,500 — $37.50; over 2,500—$75. Drive-ins—Up to 300 cars—$7.50; 300-500—$11.25; 500-600—$18.75; over 600—$37.50.

New York, Chicago Sales Meets Set by Paramount

Two sales conferences are to be held next week by Paramount Pictures for discussion of sales and promotion plans on the company's "Golden 8" list set for release in September through November.

The first gathering will be in New York Monday and Tuesday at the home office, and the second will be at

(*Continued on page* 6)

Seaton Due Here Today with Plans For Industry Oscar Telecast Aid

From THE DAILY Bureau

HOLLYWOOD, Sept. 5—Academy of Arts and Sciences president George Seaton flew tonight to New York for a meeting Monday morning with Eric Johnston and the MPAA directors at which he will present proposals, long in planning and discussed with the Academy Board this week, for placing the awards telecasts and other Academy undertakings completely under the industry's own sponsorship.

The key proposal in Seaton's program is a plan under which persons who participate in industry profits would donate one-quarter of one per cent of their earnings to a fund on which the Academy would draw for financing the award telecasts and all other Academy events. Seaton told MOTION PICTURE DAILY this plan includes such allocations by producers, directors, writers, actors, "everybody

(*Continued on page* 6)

Silverstone Says:

Fox Foreign Income Shows Steady Rise

Explains Details of Set-Up Shift in London Bookings

By JAMES M. JERAULD

(Picture on Page 2)

20th Century-Fox's foreign business will be better next year than it has been this, and this year's total foreign income will be better than last, Murray Silverstone, 20th-Fox International president, predicted, yesterday in a press conference at the home office here. He has just returned from a three-month European business trip.

Fox's foreign income is now running at about 50 per cent of the total gross of the company, Silverstone said. A large portion of the foreign income is not remitted but is used for production abroad and for theatre investments. The company has 235 theatres in Australia, 50 in New Zealand, two in Egypt, 12 in Eng-

(*Continued on page* 2)

Fox Meet Postponed Until Next Week

The meeting of 20th Century-Fox's division and district sales managers originally scheduled for yesterday and today will be held instead on Sept. 11 and 12, according to general sales manager Alex Harrison.

The meetings were rescheduled so that the sales force will be able to see prints of "April Love," "Kiss Them for Me" and "Stopover Tokyo," which are being flown to New York next week.

Allied Artists Signs Corman for Four More

Roger Corman, producer-director for Allied Artists of the package, "Attack of the Crab Monsters" and "Not of This Earth," has been signed to deliver four more features to AA in 1958.

The four new films to be made by Corman will also be delivered as packages, the first by March 1 and the second by Dec. 31.

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., will leave here over the weekend for San Francisco for the resumption of the trial of the Goldwyn anti-trust suit against Fox West Coast.

•

ARTHUR B. KRIM, president of United Artists, is scheduled to return to New York at the weekend from Europe.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., has left New York for Europe aboard the "Queen Mary."

•

ABE WEINER, regional manager in Boston for Rank Film Distributors of America, has returned there from New York.

•

WALT DISNEY will leave New York for Europe today aboard the "United States." RUSSELL V. DOWNING, Radio City Music Hall president, and MRS. DOWNING also are among the passengers.

•

LESLIE CARON will return to New York today from Europe via B.O.A.C.

•

CECIL BEATON, set designer for M-G-M, will return to New York today from France.

•

ADRIENNE FAZIAN, film editor, has returned to Hollywood from New York.

•

DORIS DAY will arrive in New York tomorrow from Hollywood.

•

DAN CHAMBERLIN, of the M-G-M TV-publicity department, has left here for visits to key cities of the Midwest and South.

Set 'Yankee' Re-Release In 30 First-Run Theatres

Associated-Dominant will re-release the 1943 Warner Bros.' picture, "Yankee Doodle Dandy" in 30 theatres in Pennsylvania, New Jersey and Delaware beginning Sept. 18. Immediately following these first-run engagements it will go into sub-runs in the territory on a second multiple booking on Oct. 9.

Exploitation for the picture will be handled by Jack H. Harris, who recently conducted the company's campaign for its reissue of "Noah's Ark." The "Yankee" campaign will include full page color ads and billboards.

Fox Income

(*Continued from page 1*)

land and 160 in South Africa, a total of 459. Foreign CinemaScope installations have reached 29,752.

Silverstone also explained details of the 20th-Fox International plan to upset London's day-and-date zone releasing plan which has 50 to 60 theatres playing the same picture at one time in different sections after the West End showings. This new scheme will get underway about Christmas time, he pointed out.

Similar to N. Y. Plan

Under the new setup, big pictures will go into from 12 to 15 selected London theatres scattered in the principal sections of the metropolis at the same time they are shown in the West End, which is the equivalent of New York's Broadway area.

Also, there will be showings in other cities on pictures deemed suitable for this treatment. A picture with an industrial theme will go into Birmingham or some other city at the same time the London dates start.

'Farewell to Arms' Yule Film

David O. Selznick's "A Farewell to Arms" will be the big Christmas attraction, according to present plans. If it becomes necessary to make a switch, a picture of comparable quality will go in, says Silverstone.

It is figured that long runs of top films will take advantage of the national publicity and advertising in the London papers which have national circulations, and that this will build up interest in all the zones of London and cities outside where the openings take place.

"Only big pictures can combat the inroads of British television," Silverstone states. Whereas in the old days 60 to 70 per cent of the population went to motion pictures regularly, now only about 30 or 40 or 50 per cent are among the regular patrons, he says.

Another factor involved in the London situation is the midnight closing of the underground (subways). This makes it impossible for patrons to attend shows in the West End.

Only the important pictures will be given this zone first-run treatment, Silverstone pointed out; the smaller pictures will have to "seek their own level" in smaller theatres.



M. P. DAILY

Murray Silverstone

WGA, AMPP to Talk Toll-TV, Pay, Credits

From THE DAILY Bureau

HOLLYWOOD, Sept. 5 — Pay-television, wage minimums, and writing credits, will be top topics on the screen writers branch of Writers Guild of America-West, agenda for discussions with the Association of Motion Picture Producers when the contract, which runs to May, 1959, is opened for possible modification or amendment this fall.

The guild will hold a membership meeting the first week in October at which members will be invited to instruct the negotiating committee regarding demands to be presented to producers.

The present attitude of guild officers, following a report from an accounting firm employed to canvass the entire film-television situation, is that pay-television, whether by wire or air, constitutes a new exhibition medium for films, and that writers' rights in it must be fully defined and enforced at the earliest possible date.

Daff to Reveal Plans For New Star Debuts

Al Daff, executive vice-president of Universal, will describe to trade press representatives at the company's home office on Monday the plans for introducing publicly its new personalities, John Gavin and Lisa Pulver, who are co-starred in Erich Maria Remarque's "There's a Time to Love." At the same time, Daff will discuss other phases of the development of new stars.

To Toast New U.A. Deal

Arthur Krim, United Artists president, will host a reception at 21 Club here on Monday marking the completion of a deal for U.A. to distribute the output of a new independent producing company (name to be supplied in Tuesday's MOTION PICTURE DAILY.)

Phila. Golf Fete Set

PHILADELPHIA, Sept. 5—Local Variety Club, Tent No. 13, will stage its annual golf tournament and dinner dance on Sept. 20 at the Meadowlands Country Club.

Outlook for Drive-Ins in Northern Europe Hazy

The outlook for drive-ins in nor ern European countries is hazy. (pun intended).

Murray Silverstone, president 20th-Fox International Corp., poi out that the summer twilight whi lasts until 10 o'clock and later co ruin a super-special. In addition, costs about $1 per gallon.

Wile to 20th-Fox on Exhibitor Relations

Robert Wile, who resigned recen as secretary of Independent Thea Owners of Ohio, will join 20th Ce tury-Fox as exhibitor relations direc next week, it was announced yest day by general sales manager A Harrison.

The company has been without director of exhibitor relations sin 1951, when the post was discontinu following the resignation of Sa Shain, the last to hold it. M-G-M a RKO Radio, which also formerly ut ized the services of exhibitor relatio directors, eliminated the post abo the same time.

Harrison Sees Post as Vital

Harrison reports that the new p was created because of a need for home office sales executive to devo his fulltime energy to the individu problems of exhibitor customers. Wil in his new capacity, will also dire his efforts toward cultivating a clos working relationship between the fil company and theatre owners.

Before joining ITO of Ohio Wi was with Universal's exploitation d partment in New York, and oth film and theatre companies, and w associated with trade papers also. F a time he was in charge of the Ma agers Round Table section of "Motio Picture Herald."

Nicholson to St. Loui

HOLLYWOOD, Sept. 5 — Jam H. Nicholson, president of America International Pictures, and vice-pre ident Samuel Arkoff will address th convention of Missouri and Illino Theatre Owners on Monday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor, William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thee J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

A LETTER TO THE PRESIDENT...



please turn the page . . .

the letter

Twentieth Century-Fox Film Corporation

OFFICE OF
BUDDY ADLER
EXECUTIVE
IN CHARGE OF PRODUCTION

STUDIOS
BEVERLY HILLS, CALIFORNIA

August 20, 1957

Dear Spyros:

Your leadership and dedication to the needs of exhibition and the desires of the public have been our proudest incentives. It is now my pleasure to report to you that we have lived up to your promise to the exhibitors of the world by completing our schedule of thirty top-quality pictures for 1957.

Attached is a line-up of the subjects which are now either on the stages or in script preparation for 1958.

Here is our stockpile of best-sellers, big stars, hit plays, new personalities who will become the stars of tomorrow, great creative talent, and fresh and vital story material with the built-in values that meet the demands of today's world and today's market.

My very best,

Buddy

Mr. Spyros P. Skouras
New York Office



the reply

From the desk of-
SPYROS P. SKOURAS

August 23, 1957

Dear Buddy:

I am delighted with the news of your progress in creating more and better product of high box-office quality. This is the only way we can help the exhibitor today in his urgent need for good pictures.

Your outline of our future product, already so well advanced in production, represents a wonderful accomplishment by yourself and your staff and the artistic, creative and technical people of the studio. This warrants the high commendation and thanks of your co-workers here which I know the exhibitors of the world will share.

I consider this the most important statement from our company this year and I am requesting that your letter be reproduced as an announcement to the industry.

Gratefully,

Spyros



the attachment

THE SCHEDULE FOR 1958

THE DIARY OF ANNE FRANK, from the Pulitzer Prize stage play and screenplay by Albert Hackett and Frances Goodrich. Produced and directed by George Stevens.

RODGERS AND HAMMERSTEIN'S "SOUTH PACIFIC," *(Roadshow in Todd-AO)* starring ROSSANO BRAZZI, MITZI GAYNOR, JOHN KERR. Produced by Buddy Adler, directed by Joshua Logan.

MUD ON THE STARS, from the novel by William Bradford Huie. Produced and directed by Elia Kazan.

THE YOUNG LIONS, from Irwin Shaw's novel, starring MARLON BRANDO, MONTGOMERY CLIFT, DEAN MARTIN and co-starring BARBARA RUSH and MAY BRITT. Produced by Al Lichtman, directed by Edward Dmytryk, screenplay by Edward Anhalt.

TOWNSEND HARRIS, starring JOHN WAYNE, directed by John Huston, produced by Eugene Frenke.

THE BRAVADOS, starring GREGORY PECK, screenplay by novelist John O'Hara. Produced by Herbert Bayard Swope.

TEN NORTH FREDERICK, starring SPENCER TRACY in John O'Hara's best-seller. Produced by Charles Brackett, written for the screen and directed by Philip Dunne.

THE HELL-BENT KID, a novel by Charles O. Locke, produced by Robert Buckner, starring DON MURRAY and directed by Henry Hathaway.

A CERTAIN SMILE, from the best-seller by Francoise Sagan, author of "Bonjour Tristesse." Produced by Henry Ephron, directed by Jean Negulesco, screenplay by Frances Goodrich and Albert Hackett. Starring CHRISTINE CARERE.

BLOOD AND SAND, from the Vincente Blasco Ibanez classic, produced by Henry Ephron from a screenplay by Phoebe Ephron. Starring SOPHIA LOREN.

CAN-CAN, from Cole Porter's musical stage hit, produced by Henry Ephron.

THE SMALL WOMAN, from the story by Alan Burgess. Produced and directed by Mark Robson.

OUR LOVE, starring LAUREN BACALL and ROBERT STACK. Produced by Charles Brackett, directed by Jean Negulesco, screenplay by Luther Davis.

FRAULEIN from the novel by James McGovern, starring DANA WYNTER and MEL FERRER, produced by Walter Reisch from a screenplay by Leo Townsend and Norman Corwin and directed by Henry Koster.

BACHELOR'S BABY, from the novel by Gwenn ("Mr. Belvedere") Davenport. Produced by Henry Ginsberg.

THE WANDERING JEW, written for the screen, produced and directed by Nunnally Johnson, from E. Temple Thurston's stage classic.

THESE THOUSAND HILLS, from the novel by Pulitzer Prize winner A. B. Guthrie, produced by David Weisbart.

THE DAY OF THE OUTLAW, from the novel by Lee Wells, produced by Eugene Frenke, screenplay by Philip Yordan.

THE HUNTERS, directed and produced by Dick Powell, from the novel and Collier's serial by James Salter. Screenplay by Philip Dunne and Richard Murphy.

RALLY ROUND THE FLAG, BOYS!, from Max Shulman's riotously funny new book. A Buddy Adler Production.

HOLIDAY FOR LOVERS, from the Broadway stage play by Ronald Alexander, produced by David Weisbart.

OH, PROMISED LAND, from the great book by James Street.

THE REMARKABLE MR. PENNYPACKER, from the Broadway stage play by Liam O'Brien, produced by Charles Brackett.

COLORS OF THE DAY, from the novel by Romain Gary, to be written for the screen, produced and directed by Nunnally Johnson.

ROPE LAW, produced by Herbert Bayard Swope from a screenplay by Philip Yordan.

* * * *

Darryl F. Zanuck Productions

DE LUXE TOUR, produced by Robert L. Jacks, from the novel by Frederic Wakeman.

COMPULSION, from Meyer Levin's sensational best-seller.

THE ROOTS OF HEAVEN, from the French stage hit by Romain Gary.

Jerry Wald Productions

THE LONG HOT SUMMER, from the novel by Nobel and Pulitzer Prize winner William Faulkner, starring PAUL NEWMAN, ANTHONY FRANCIOSA, JOANNE WOODWARD, ORSON WELLES. Directed by Martin Ritt, screenplay by Irving Ravetch and Harriet Frank.

JEAN HARLOW, from the story by Adela Rogers St. John, screenplay by Arthur Ross.

THE BIG WAR, from the novel by Anton Myrer, screenplay by Edward Anhalt.

THE SOUND AND THE FURY, another of Faulkner's great classics. Directed by Martin Ritt, screenplay by Irving Ravetch and Harriet Frank.

David O. Selznick Productions

TENDER IS THE NIGHT, starring JENNIFER JONES in the F. Scott Fitzgerald classic.

MARY MAGDALENE

Samuel G. Engel Productions

THE CAPTIVE, from the novel by The Gordons.

THE FREEBOOTER, from an original story by Samuel G. Engel.

GLORY PASS, from the diary of Sister Blandina, screenplay by Harold Jack Bloom.

GEMMA TWO FIVE, from the novel by Victor Canning.

PEOPLE

David Raphel, 20th Century-Fox manager in Holland, has been elevated to the post of assistant to John LeFebre, managing director for the company in Continental Europe. Raphel will headquarter at the Paris office. Oscar Lax will continue as chief aid to LeFebre.

□

Chet Philbrook, long a manager of outdoor theatres in New Jersey and Connecticut, has taken charge of the new Tacony-Palmyra Bridge Drive-in at Palmyra, N. J., near Philadelphia.

□

Philip M. Mikoda, who has held positions in research, sales and quality control with Ansco, Binghamton, N. Y., has been named manager of sales publicity for the company.

IT'S A HIT!
in K. C.



BUT...will it be a hit in your house?

It went over big in Kansas City ... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey
Tmk(s) ®

Frisco's View of Pay-TV

(*Continued from page* 1)

channel on a 24-hour basis at a cost to patrons of between $2 and $3 monthly. He said he couldn't predict the price of live programs but added "it would never be more than the price of admission to the event itself." Skiatron proposes to operate two channels, one for a round-the-clock music menu and the other to be used for live programs.

Lane's inability to predict fees for live programs prompted one city father to observe that this could bring the price of watching a top flight Broadway musical comedy up to the $9.50 charged per seat in the theatre as well as a similar cost for watching sports events, such as the world's series or a major boxing bout. Observers at the hearing said the city officials apparently intend to give the matter a long look before deciding on whether to grant the franchise.

While denying Skiatron at this time contemplates paid advertising, Lane refused to agree to a clause in any franchise agreement that would forbid advertising.

Horace C. Stoneham, president of the New York Giants, yesterday confirmed the closing of a contract with Skiatron Corp. for the telecasting of next season's Giants games in San Francisco through the medium of pay-television.

Stoneham declined to disclose the terms of the deal.

Para. Confabs

(*Continued from page* 1)

the Drake Hotel, Chicago, Wednesday and Thursday.

Hugh Owen, vice-president, will conduct the New York meetings. George Weltner, president of Paramount Film Distributing Corp., and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, will be among the speakers.

Others present will be: Sid Blumenstock, advertising manager; Herb Steinberg, national exploitation manager; Charles Boasberg, in charge of sales for "The Ten Commandments"; Phil Isaacs, assistant eastern sales manager; division managers, John G. Moore (Eastern) and W. Gordon Bradley (Southwestern); Myron Sattler, New York branch manager, and field exploitation representatives Arnold Van Leer, Mike Weiss, Edward J. Wall, Leonard Allen and J. E. Watson.

Deneau in Charge at Chicago

Sidney Deneau, western sales manager, will conduct the Chicago meetings. The following will take part: Weltner, Pickman, Steinberg and Boasberg; Jack Perley, assistant to Deneau; division managers H. Neal East (Western), Tom W. Bridge (Southwestern) and Bryan D. Stoner (Central); Robert J. Rubin, vice-president of Paramount Film Distributing Corp.; J. H. Stevens, Chicago branch manager, and field merchandising representatives Bob Blair, Pete Bayes, Walter Hoffman, Bob Bixler, Jim Castle, Bill Cornell and E. G. Fitzgibbon.

SPG Slates Schapp Talk

HOLLYWOOD, Sept. 5 — Screen Producers Guild president Samuel G. Engel today announced that Milton Schapp, president of Jerrold Electronics, will speak on "How to Make Cable Television Profitable" at the first general meeting of SPG's new season to be held Sept. 23 at Romanoff's restaurant.

Seaton to N. Y.

(*Continued from page* 1)

who has participation in picture profits," and that he already has pledges by more than 30 individuals to submit to MPAA as an indication of the plan's practicability. The program includes allocations by major companies from their domestic revenues.

Seaton said that establishment of a Hollywood Film Festival, to be held annually, is among additional projects to be financed in the same manner, that he will propose to MPAA, but declined to enumerate them in advance of the meeting. Projects frequently mentioned as favored in Academy planning are a motion picture museum here, for public as well as industry interest, and a motion picture library.

Col. Ranger Cited

(*Continued from page* 1)

Studios, Hollywood. It was made for the invention, development and application of a method of electronically synchronizing sound recorded on magnetic tape to the motion picture camera.

Ranger has other inventions to his credit. Among them are; discoveries in the fields of magnetic recording, 1917; transoceanic radio facsimile, 1924; airborne radio relay, 1942, and synchronized tape and motion pictures, 1950.

Republic Promotes Wohl

Joseph Wohl was named assistant to Republic Pictures vice-president Richard W. Altschuler at an industry luncheon held here yesterday. To honor the occasion Wohl was presented a wrist watch.

Nutt Leaving RKO

HOLLYWOOD, Sept. 5 — William F. Nutt, who headed the RKO Radio story department for 10 years prior to becoming administrative assistant to vice-president William Dozier, has resigned his studio post.

Good Revie

(*Continued from page* 1)

this were done, people would ev tually see the pictures they re want to see.

Makelim pointed out that too exhibitors seem to realize the mendous investment a producer m make in his pictures. Consequen he said, they often fail to fol through on the selling campaign v the result that many good pictu do not show a profit. In many ca Makelim added, the producer c not even get back the cost of prints.

Urges Better Promotion

Makelim also criticized distri tors whose selling methods k prints of many good pictures ly idle and useless. He said inadequ promotion techniques of distribu is disheartening and costly to producer.

Makelim is currently working promoting "Valerie," actively ass ing United Artists in exploiting picture. He plans, he said, to v exhibitor groups and believes he "help them exploit a good pictu

Makelim is currently in New Y to discuss plans for three new films will produce. The first two pictu will be "Outpost 7th Army," "Just Before Dawn," set in Bermu The third film will be selected fr four properties Makelim owns.

Will Be Here 10 Days

Although the producer declined disclose which distributor will han the three pictures, he did state tha "could conceivably be Warner Bro thers, 20th Century-Fox or Unit Artists." Makelim expects to retu to Hollywood in about ten days.

Music Hall Parking

(*Continued from page* 1)

at an average of four tickets per c that brings the total ticket sales about 150 evenings and between 7 and 800 on holidays.

Begun in midsummer, the serv received immediate acceptance and getting an increasing use, accordi to Music Hall executives. Patrons w park their cars in the Rockefeller Ce ter Garage, on 49th Street, a block a a half from the theatre, receive a st at the Hall box office which entit them to park for the show period 50 cents. Normal fee for the ti would be $1.50 evenings to $2.00 holidays. The garage is owned a operated by Rockefeller Center, I

The parking service is advertised the Music Hall's regular display a

DeMille Aids Bible Wee

Cecil B. DeMille has accepted t invitation of Charles R. Hook, n tional chairman of the forthcomi 17th annual National Bible Week, act as honorary chairman for the m tion picture industry. Sponsored the Laymen's National Committe National Bible Week will be he from Oct. 21-27.

"Pal Joey" Bows at Industry Screening

A gala crowd of more than 2600 members of the industry and all press media crowded the Loew's 72nd Street Theatre last night for the one and only preview of Columbia's "Pal Joey." Starring Rita Hayworth, Frank Sinatra and Kim Novak, the Essex-George Sidney Production, one of Columbia's Fabulous Five, is being readied for October openings. The film was rushed here from the Columbia studio by director George Sidney and producer Fred Kohlmar in order to allow exhibitors and press to view it before the October delivery of the first regular print. The Technicolor version of the famed musical play has a screenplay by Dorothy Kingsley. It is based upon the stage play produced by George Abbott, with book by John O'Hara, music by Richard Rodgers and lyrics by Lorenz Hart.



"Pal Joey" producer Fred Kohlmar, Sol Schwartz, president of RKO Theatres, and Columbia president Harry Cohn.



hibitors William Brandt and Sam Rinzler, Columbia branch nager Saul Trauner and exhibitor Wilbur Snaper.



Max Cohen, president of Cinema Circuit, and Mrs. Cohen, with Columbia's first vice-president A. Schneider.



ssell Downing, president of Radio City Music ll, and "Pal Joey" director George Sidney.



Ed Hyman of American Broadcasting-Paramount Theatres.



Columbia's A. Montague and the Roxy's Robert Rothafel.

National Pre-Selling

ON September 15 "Parade" will publish a background article on Paramount's "The Joker Is Wild." It was written by Lloyd Shearer, west coast correspondent for this publication, titled "The Fantastic Life of Joe E. Lewis." The full-color front cover will have a photo of Frank Sinatra and Joe E. Lewis doing a comedy bit. "The Joker Is Wild" is the life story of Joe E. Lewis, whom Quentin Reynolds calls "the funniest and nicest man who ever lived." Frank Sinatra, who bought the screen vehicle for himself, plays the part of Joe E. Lewis.

•

"3:10 to Yuma," "The Pajama Game" and "Three Faces of Eve" receive laudatory reviews in the September issue of "Family Circle."

•

James Cagney re-creates Lon Chaney, the master of make-up, in "Man of a Thousand Faces." "Life" selected this new film for review in the September 2 issue. "In private life, Chaney, son of deaf-mutes, was aloof and withdrawn," reports "Life." "In 1930 he died of cancer. Now in 'Man of a Thousand Faces,' Universal has made his movie biography. Months of work helped actor James Cagney re-create the make-up and monsters Chaney had created. But, more important, in giving a superb performance as the unmade-up Chaney, Cagney turns the film into a tender salute to a fine artist and troubled man."

•

When "McCall's" motion picture reviewer was invited to a screening of "Pajama Game," she thought it would be interesting to view an actress viewing herself on the screen. She invited Carol Haney, the feminine comedy lead in both the Broadway show and the motion picture, to see the film with her. The results of this experiment appear in the September issue of "McCall's." Carol seems to be as good a comedienne on screen as off. As for "The Pajama Game," the reviewer says, "It has been made into a rollicking movie."

•

In selecting "Raintree County" as the outstanding picture of the month for September, Marshall Scott of "Cosmopolitan" says, "This ambitious slice of Americana has been almost as long in the making as it was in the writing by the late Ross Lockridge, Jr." He devoted the greater part of his adult life to its composition.

•

"'Jeanne Eagels,'" reports the September issue of "Seventeen," "is the fact and fiction biography of a famed actress of the twenties, whose career flamed on the stage and in silent films as vividly and almost as briefly as a Roman candle."

WALTER HAAS

REVIEW:

Black Patch

Warner Brothers

The screenplay is not the strongest element of this western feature which stars George Montgomery as Marshal Clay Morgan, an embittered, hardened veteran of the Civil War, whose present task is to keep law and order in a small New Mexican town. This film's greatest assets lie in the acting skills of the cast and in the occasional striking photography that serves to heighten the more melodramatic moments.

When a tall stranger rides into town one day, Montgomery happily discovers it is his good friend from Iowa, Leo Gordon. But Montgomery's excitement becomes somewhat tempered when he learns that his own fiancee is married to Gordon. The girl, Diane Brewster, obviously is still in love with Montgomery. She tells him she waited for two years and pleads to know why he never came back. Montgomery summarily explains that the war had cost him an eye and that he could not bring himself to come back with his handicap.

Suddenly the sheriff of Clinton and his deputy drop by the marshal's office to point an accusing finger at Gordon, who they allege held up the Clinton bank. Gordon is jailed but Montgomery is tricked into letting him escape. The escape plot involves the local saloon keeper and his henchmen. These scoundrels murder Gordon, steal the robbery loot and convince the townspeople that the marshal murdered Gordon to win back Miss Brewster. One of the credulous inhabitants of the town is young Tom Pittman. Pittman becomes a tool of the saloon keeper and is almost duped into murdering the marshal.

Much greater suspense might have been preserved in "Black Patch" had plot sequences not been telegraphed. The picture was produced and directed by Allen H. Miner. Leo Gordon wrote the screenplay.

Running time, 83 minutes. General audience classification. Release, in September.

NORMAN MORRIS

Plan Scenic-Art Course

HOLLYWOOD, Sept. 5—The Society of Motion Picture Art Directors has voted to cooperate with Scenic Artists Local 816, IATSE, in establishing a three-year course in scenic art and design at the Pasadena Playhouse, to be conducted under the direction of Frank Leslie Sandford, former scenic art supervisor at M-G-M.

Mandell to Supervise 2

HOLLYWOOD, Sept. 5.—Harry L. Mandell, vice-president of AB-PT Pictures, will assume, in addition to his present executive duties, production responsibility for two of the company's forthcoming films. He will supervise "Girl in the Woods," set to start on Sept. 16, and "Hell Week," scheduled to begin on Nov. 11.

Television Today

Skiatron Meeting For Three Purposes

The special meeting of the stockholders of Skiatron Electronics & Television Corp., called for Sept. 16 at the Fifth Avenue Hotel here, will be:

1. To ratify the action of the board of directors in concluding an agreement with Skiatron TV, Inc., modifying an original agreement made with the company and providing a certain royalty for this company on the use of this company's system, Subscriber-Vision, on closed circuit operations;

2. To ratify the action of the board of directors in concluding an agreement with Skiatron TV, Inc., for the issuance to that company or its assignees of warrants to purchase 250,000 shares of common stock of this company at the price of $5 share, said price having been the m ket price of said stock on the day the conclusion of said agreement;

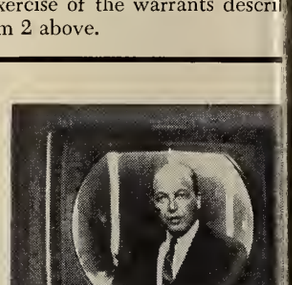
3. To authorize the issuance such number of shares of the comm stock of this company not exceed 250,000 shares as may be required the exercise of the warrants descril in item 2 above.

WABC Public Relatio Headed by Eisenberg

Lawrence Eisenberg has been pointed director of public relations WABC and WABC-TV, it was nounced by Robert L. Stone, v president. Eisenberg had been publicity director and a feature wr for television station WABD.

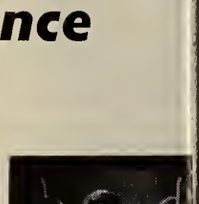
Song and Dance



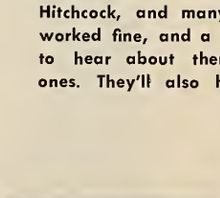


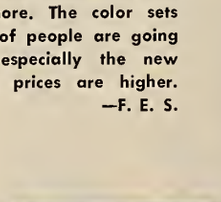
AND A MESSAGE: Love That Color. NBC's Bob Sarnoff (right, above) and Bob Kintner (left) brought to a closed circuit and a captive audience the other day the personalities in the fall shows and some of the humour and also the punch. The captives in 150 cities were RCA dealers, NBC clients and associates, and news writers. On color receivers, they all saw much color, and much strength. They saw preview and heard description. Their hosts on screen were Messrs Sarnoff and Kintner, Dinah Shore, Jack Paar, Perry Como, Eddie Fisher, Alfred Hitchcock, and many more. The color sets worked fine, and a lot of people are going to hear about them, especially the new ones. They'll also hear prices are higher.

—F. E. S.











M. P. DAILY pictu

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 48 NEW YORK, U.S.A., MONDAY, SEPTEMBER 9, 1957 TEN CENTS

ankovich Report

ol. to Invest 16,800,000 U. K. Films

es British-Made 50% Worldwide Earnings

From THE DAILY Bureau

ONDON, Sept. 8.—Columbia Pic- s Corp., Ltd., will invest $16,- 000 in British production during next 18 months, M. J. Frankovich, aging director, said here at the kend. He believes that in 1958 ings from Columbia's British pro- tions will rise from the present of 25 per cent to 50 per cent of Columbia wordwide earnings.

ngland will not be the sole for- production field, he emphasized, pointing out that the company al-

(*Continued on page* 3)

Telemovie Patrons Say Price Is Right

Special to THE DAILY

ARTLESVILLE, Okla., Sept. 8.— a poll of 84 subscribers to tele- ies, the pay-TV system inaugu- d here last week by Video Thea- only two said they thought the 0 monthly charge to be too high. vever, 50 non-subscribers were also ed and 20 of them said the unt was "excessive."

eneral reaction to the first show- was varied and ranged from "it's

(*Continued on page* 3)

TRADEWISE on Page 2

Television Today on Page 6

Special Release Policy for 'Ten' Will Be Continued Indefinitely

Cecil B. DeMille's "The Ten Commandments" will be continued on a policy of special engagements at advanced admission prices indefinitely, Charles Boasberg, Paramount sales executive, said on Friday. There will be no regular release of the picture in the next three or four years at least, he said.



Charles Boasberg

The reason, Boasberg explained, is that 10 months after its Broadway opening, "Commandments" has had only 660 bookings

(*Continued on page* 3)

Grant Intervention In Loew's Action

Permission has been granted by Judge Spector in New York Supreme Court to James M. Dunwoodie and six other Loew's, Inc., stockholders to be named as intervenors in an action started August 7 by Jacob Starr and

(*Continued on page* 3)

Not Retiring, Yates Insists

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 8 — Reports that a syndicate headed by Joseph D. Blau will shortly acquire Republic Pictures president Herbert J. Yates' stock in that company paled over the weekend in the light of Yates' statement to the press that "I have lived through rumors before, and regardless of these rumors I have no intention of retiring. My life has been devoted to the entertainment industry and to Republic for almost 50 years, and I intend to continue in this great industry."

Yates' comment on the rumors came in the course of a general observation, high-lighted by reference to completing $1,500,000 building program at the studio, in which he voiced the opinion that the "Public

(*Continued on page* 3)

REVIEW:

Pal Joey

Essex-Sidney Prod.—Columbia

"PAL JOEY" is the Rodgers and Hart musical that was first produced on Broadway back in 1940 and later in 1952 in a revival, which made a greater commercial impact than the original did. It may have taken 17 years for it to reach the screen, but it was well worth waiting for. Lavishly produced in Technicolor, this Essex-George Sidney production is a stunning success in all respects.

In enumerating its virtues the place to begin is with the acting and singing performance of Frank Sinatra in the title role. This brilliant and versatile actor-singer has in "Pal Joey" his best screen role to date, and he plays it—and sings it—for all it's worth. As originally conceived by John O'Hara in his novel (on which both the stage and screen versions

(*Continued on page* 6)

New Organization

Form Mirisch Co.; Set 12 Through UA

Billy Wilder, Seven Stars Already Under Contract

The formation of a new production company, to be called the Mirisch Co., Inc., and a deal for it to release 12 features through United Artists were jointly announced at the



Arthur Krim



Harold Mirisch

weekend by Harold Mirisch, president of the new organization, and Arthur B. Krim, UA president.

Mirisch stated that his company

(*Continued on page* 2)

Scores Majors' 'Formula Playoffs'

By FLOYD E. STONE

Harold Robbins is happy to make his first picture for Allied Artists because it gives to the pictures of an independent, individual attention, scientific study, shrewd marketing. So he said, Friday morning, at the company's New York headquarters, as he talked, mainly, about "Never Love a Stranger."

He charged majors with attempting

(*Continued on page* 3)

felike color in every scene

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR

Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Hollywood.

•

DAVID A. LIPTON, Universal Pictures vice-president, will return to New York tonight from the Coast.

•

MORT NATHANSON, United Artists publicity manager, is expected to return here today from the Coast.

•

EMERY AUSTIN, M-G-M exploitation head, has returned to New York from Louisville.

•

ERICH STEINBERG, RKO Radio manager for Germany, returned to Frankfort at the weekend from New York.

•

ROBERT ROTHAFEL, managing director of the Roxy Theatre here, left New York on Friday for Norway and other Scandinavian countries.

•

KAY HARRISON, managing director of Technicolour, Ltd., returned to London from New York yesterday via B.O.A.C.

•

HAROLD RAND, 20th Century-Fox metropolitan newspaper contact, returned to New York over the weekend from Europe.

•

ILYA LOPERT, president of Lopert Films, will return to New York today from Europe.

Caravel Seen Entering Feature Production

Caravel Films, Inc., producers of industrial and television films, will enter the feature production field in the not too distant future, according to David I. Pincus, president of the company. Plans include the production of at least two feature films. One of the pictures will be made here in New York, and the second possibly abroad.

The president of Caravel Films pointed out that production of features should in no way interfere with the company's industrial and television film schedule. He noted that 35 television commercials are currently in production at the studios. He believes production in the East is necessary to keep the industry alive. The wealth of creative talent and genius is right here in New York, the film executive declared.

TRADEWISE

By ONLOOKER

AT PRESENT, indications are there will be no Audience Awards again this year. Last winter the Awards were bypassed in favor of a tryout of the Oscar Sweepstakes, the intention at the time having been to stage the Awards later on. . . . Now it appears the industry business-building program will take precedence over every other promotion activity, including the Audience Awards, this fall and winter. The business program not only will command the time and attention of those who would be needed to stage the Audience Awards but it is also designed to do the Awards' job of creating new interest in films and the theatre. . . . Some time back, it had been suggested that Sept. 30 be made the cut-off date for eligibility of releases to be included on the Audience Awards ballots, with the actual voting scheduled to start on Nov. 15. In that way, it was hoped, all situations would have a fair chance to book and play the pictures their audiences would be asked to vote on. . . . That schedule was designed to meet as fully as possible one of the major criticisms of the first Audience Awards, which was that too many subsequent runs hadn't had a chance to play the pictures listed on the Awards ballots which were distributed to their patrons. The dates also were chosen to conflict with the Academy Awards itself, which Hollywood had objected to previously. If and when the Audience Awards are revived, that is likely to be the schedule which will be followed.

THIS DEPARTMENT reluctantly reports that the Wall Street rumor we gave you on Aug. 29 that Lehman Bros. and Lazard Freres had decided to vote their large Loew's stock holdings with Joe Vogel when the special meeting of stockholders is held, now is denied. We told you with the first report that the official attitude displayed to questioners was "No comment." In consequence, the rumor not only continued in circulation but gained credibility. Last week, Robert Lehman took off on a month's sojourn in Europe, at which time it was stated officially there has been no commitment of the stock in question and there may be none until he returns. . . . Still another rumor that was given wide circulation in the financial district recently, and which this corner is equally reluctant to spike, was one that Joseph Tomlinson had offered his Loew's stock holdings for sale. A denial, about as official as you can get while Tomlinson continues to hold himself incommunicado to the press, is that it ain't so. But we don't mean to imply by that that it couldn't be bought. . . . Loew's stockholders have a third quarterly dividend coming due this month, but when the board of directors will meet to take action on a dividend or anything else is anybody's guess. For reasons well known by now to the trade, management won't be calling a board meeting. And if anyone else does, there will be no quorum on hand.

DOUG NETTER's Todd-AO equipment department has passed the 50 mark in theatre installations. He should have an interesting story for the trade on it this week. It will constitute an impressive answer to recent claims by one Mike Todd as to the merits of his print-down version vs. the Todd-AO version, with some testimony in the form of one installation of Todd-AO ordered by an experienced showman after returning from Asbury Park where he was exposed to Mike's 35mm. system for two days. . . . New York visitors from the South report that Gulf States Allied had to cancel out its annual convention scheduled for the Labor Day weekend at Biloxi, Miss., on the Gulf Coast because virtually all delegates chickened out when storms were forecast for the weekend. With good reason, they're hurricane-shy along the Gulf Coast these days. . . . The convention will be re-scheduled for New Orleans at a date in the near future.

Mirisch Firm

(*Continued from page* 1)

already has under contract producer-director Billy Wilder and seven top stars. Plans call for production to commence Nov. 15 on the first project, which will be "Man out of the West," starring Gary Cooper. Other stars under contract for specific projects are Tony Curtis, Doris Day, Audrey Hepburn, Joel McCrea. Audie Murphy and Lana Turner.

To Use Goldwyn Studios

The new organization will have its headquarters at the Samuel Goldwyn Studios in Hollywood. Two of Mirisch's brothers will have other top posts; Walter Mirisch will be vice-president in charge of production and Marvin Mirisch vice-president and general manager.

All three brothers have a wide background in the film industry, and all were most recently connected with Allied Artists. At AA Harold Mirisch was for eight years a vice-president and member of the board; Walter Mirisch was executive producer; and Marvin Mirisch an executive.

Budgets, 'Whatever Required'

Budgets on the new company's product, will be "whatever is required," Harold Mirisch said. The Wilder film will be "My Sister and I." Miss Hepburn will head the cast.

Executives of the new company will meet the press at a cocktail reception to be given by Krim this afternoon at Twenty-One.

Todd in on Academy Percentage Proposal

Michael Todd is one of the independent producers who have agreed to contribute one-quarter of one per cent of their film grosses to a fund on which the Academy of Arts and Sciences would draw for financing of the award telecasts and other Academy events by the industry itself. This was revealed at the weekend by George Seaton, Academy president, who is here to present that and other proposals to the directors of the Motion Picture Association here today.

Should the MPAA not agree to the percentage proposal Todd has expressed willingness to revert to his original offer to pay for the telecast himself, Seaton said. He added that the Academy is putting forth its financing plan "not to earn a profit but to help sell motion pictures 52 weeks of the year."

Reports that the Academy has received commitments from both the Ford and Carnegie Foundations for the Academy's museum and library projects are "completely unfounded," Seaton added.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Two N. O. Theatres Book Fight Telecast

Special to THE DAILY

NEW ORLEANS, Sept. 8.—Two lo- theatres, Paramount Gulf's Saenger d Loew's State, which are across e street from each other will both re- ve the closed circuit telecast of the binson-Basilio championship bout Sept. 23.

In addition, five other Paramount ılf houses in the New Orleans ter- ory have signed for the showing. ıey include the Saenger, Mobile; and, Shreveport; Paramount, Jack- ı, Miss; Hart, Baton Rouge; and enger, Pensacola, Fla. All seats at e Paramount Gulf theatres will sell $3.50, with tickets going on sale norrow.

Seats are already on sale at Loew's ate here with loges and boxes, iced at $5, sold out on the first day. chestra and first-balcony seats are .50 and second balcony seats $2.50. les of these are also reported "fast."

cores Majors

(*Continued from page* 1)

play off within a year, according formula, and concentrating their st selling, to public and the trade, ı the pictures which cost $4,000,000 so. He added that he believes that y saying bigness is best and reducing eir production they have given com- and of terms to stars and their gents and others.

He wants to make at least three er year. That's his arrangement with llied Artists. A producer has got to eep in practice, he said. He sees un- er such a regimen keeping a crew nd talent which grows highly skilled, nd himself growing with experience.

He left Universal a year ago, and as since been writing five screen- lays. He was a budget director, and es a similarity in writing. He used gures to tell a story; now he uses ords. He also brings to writing and production a feeling for market esearch.

Apropos of Europe, he intends to ake three different endings to "Nev- r Love a Stranger." Europeans pre- er a different approach to certain motional scenes. He added he is for he picaresque romance. Realism hich is practical, for him, is in char- cter development. And he put it, ealism must be interpreted.

Business Bldg. Meet

A joint committee consisting of COMPO representatives, the adver- ising and publicity directors commit- ee of the MPAA and several exhibi- or representatives will meet here his afternoon to listen to business- uilding suggestions offered by three dvertising agencies associated with nember companies. Three agencies ave already reported their findings.

Kramer Buys Novel

Stanley Kramer has purchased the creen rights to Nevil Shute's novel, 'On the Beach," and will produce and direct the film for United Artists.

'Commandments' Release Policy to Stay

(*Continued from page* 1)

in the U.S. and Canada. Some of those are original bookings, still playing in the theatre in which it opened.

Longest of these is the Criterion on Broadway, where "Commandments" had its world premiere last November. In its 43d week, the last complete one there, it grossed $47,000.

It has already accounted for a net distribution rental of over $13,000,000. However, although it cost an estimated $13,000,000 to produce, Paramount will not be off the hook until the picture has brought almost $26,000,000 into the treasury. That represents distribution charges, prints, advertising and other costs.

The picture has not yet opened in the foreign market, in which it is expected to be a huge grosser. The first such opening for it will be in Rome, Oct. 21, followed by openings in Milan, in London in November; Germany and France in early January; Latin America in December, and the Far East this winter.

Weltner Planning Meetings

George Weltner, Paramount's worldwide head of distribution, is arranging sales meetings in South America and the Far East preceding openings there similar to the one which he and other home office executives conducted in London.

Special engagements of "Commandments" in key city sub-runs are continuing to produce big grosses, Boasberg revealed. A sub-run break in the Boston area began Aug. 21 in seven houses and did over $121,000 the first week at a top of $1.50 nights, 90 cents matinees. In Cleveland, a third wave of special runs at $1.25 top is planned following the current second wave at $1.50. Four houses of the latter group—the Lake, Fairview, Colony and Parma—in a recent week accounted for grosses of $16,000, $12,000, $10,000 and $8,000, respectively.

Comparable performances were recorded in Washington special runs after the premiere theatre and in outlying Philadelphia houses and elsewhere. In the Philadelphia area, two of five special runs started in July are still in progress. In October, it will go into five other outlying houses in Philadelphia and four in the adjoining territory, so successful has the policy been.

Telemovies Audience Reacts

(*Continued from page* 1)

perfect" to "it's disappointing." Most subscribers seemed satisfied, providing the "bugs are worked out satisfactorily.'

None of the telemovie subscribers polled was planning to discontinue the service after the first month, which is free. Bills will be sent out the first of October for a month in advance.

Comments from some of the subscribers included:

Mrs. C. T. Klein: "We liked it very much. Channel three was much better than channel five. We quit going to the show several years ago; there was just too much noise. The price is about right. We don't have any children, but people with children must really like this. We watch regular television quite a bit, but we didn't watch it Tuesday night."

'Anxious to Try It'

Mrs. Harry Hall: "We are trying to get our set connected and have been for over a week. We are anxious to try it. We go to the movies about once every three or four months. We watch television occasionally, usually whenever a particular program is on that we want to see."

Mrs. Daniel Bassett: "The picture is terrible, there is an awful buzzing in the sound. Our television set worked good until they installed that stuff in our set. The servicemen are working on it. I think we will like it, if they can get it fixed."

Watched—Then Went to a Show

Mrs. E. E. Edwards: "I think you need two television sets for this. It is a good thing they show the pictures two days. We didn't give a hoot about one of the pictures. I don't think telemovies will replace theatres. We enjoy going to the show and will continue to go and of course young people have to have some place to go and the movies are fine for them. My son (I have two children) watched telemovies a while last night, and then went to a show downtown. My teenage daughter stayed and watched the show with us. Channel three was a little fuzzy but channel one was just fine. It was a beautiful picture."

It had been originally intended to string 70 miles of cable in installing the system here, but only 40 had been laid by the time of the opening. Officials of Vumore, subsidiary of Video, said stringing operations would probably be resumed when the backlog of orders for home connections has been completed.

Rank Observer Present

Dr. Dennis McMullen, an electronics engineer for the J. Arthur Rank Organization in England, was an interested spectator at the opening. He confined his remarks to the technical aspect of the project.

Columbia to Invest

(*Continued from page* 1)

ready has agreements with Ponti de Laurentiis in Italy and Cantinflas in Mexico.

Frankovich also announced he had just concluded a production-distribution deal with James Carreras for three Carreras pictures. Carreras was the producer of "The Curse of Frankenstein," now being distributed by Warners.

Sue Over 'Guilty?'

Gibraltar Productions, Ltd., which produced a film titled "Guilty?," has filed a $1,000,000 suit against RKO Teleradio Pictures, Inc., it was announced by Fitelson and Mayers, attorneys for the plaintiff. Gibraltar claims RKO contracted to distribute the film in the United States and Canada but did not comply with the agreement. RKO has since turned its distribution over to states rights organizations. To date, however, "Guilty?" has not been released through first run theatres or outlets, according to the complaint filed by Fitelson and Mayers.

Not Retiring

(*Continued from page* 1)

demand for motion picture entertainment is steadily increasing. A great share of the credit must go to theatre managers throughout the world who have worked tirelessly in encouraging children to re-patronize theatres by special shows, merchant and school tie-ups, and other exploitation devices.

Population Increase Strong Factor

"The tremendous increase in the world population is an important factor, as is the acceptance of English as the universal language, which greatly increases world distribution demands for American-made pictures.

"Another factor of utmost importance is that the motion picture and television industries have learned to live together harmoniously."

Yates is awaiting approval by the Los Angeles zoning commission to start expansion of studio construction to utilize 35 acres, now vacant, at a cost of $5,000,000.

Grant Intervention

(*Continued from page* 1)

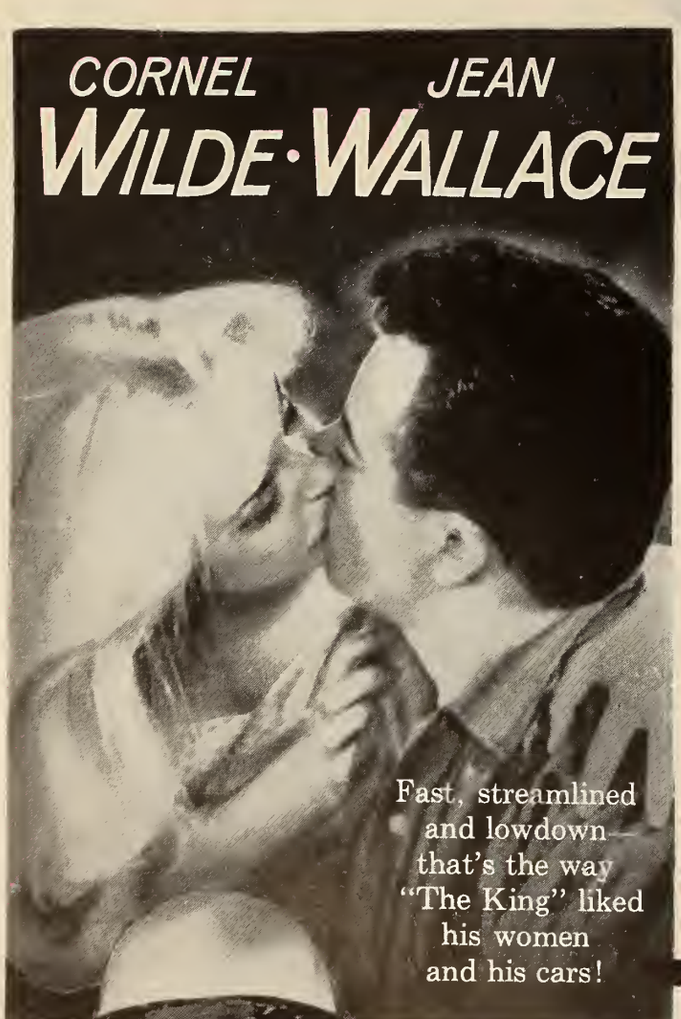
Richard A. Sprayragen to obtain an injunction barring interference with the stockholders' meeting called by president Joseph R. Vogel for September 12, which has since been postponed to Oct. 15.

Starr is a member of the Loew's Stockholders' Protective Committee headed by Harry Brandt. The stay requested by Starr and Sprayragen was granted, but since that time Chancellor Collins J. Seitz in Delaware has granted a stay preventing the holding of the meeting.

Jubilee Meet Today

A luncheon-meeting of the full New York Golden Jubilee Committee will be held at the Harvard Club today at 12:30. Sub-committee reports will be given and the group will be introduced to a new public relations man who will assist chairman Martin Davis in his work.

THE GRE
RACING
EVER MA







Paramount presents

in

The Devil's Hairpin

Co-starring

ARTHUR FRANZ · MARY ASTOR

Produced and Directed by CORNEL WILDE

Written by JAMES EDMISTON and CORNEL WILDE

TECHNICOLOR®

VISTAVISION®

MOTION PICTURE HIGH FIDELITY

EST
VIE
!

Paramount's October Entry Will Win The Big Boxoffice Money Because It

—**REVEALS** *ALL THE EXCITING DETAILS OF AMERICA'S FASTEST GROWING SPORT!*

—**ROARS** *WITH THE ACTION AND ROMANCE TODAY'S AUDIENCES ARE BUYING!*

—**PUTS 'EM RIGHT BEHIND THE WHEEL** *IN A DEATH-DEFYING ROAD RACE!*

—**GLAMORIZES** *THRILLS WITH TECHNICOLOR MAGNIFICENCE AND VISTAVISION SCOPE!*





"For what you did to your brother in that race, you are as guilty as Cain!"

CITED FOR EXCELLENCE BY THE SPORTS CAR CLUB OF AMERICA AND BY THE CALIFORNIA SPORTS CAR CLUB

Television Today

IN OUR VIEW

THERE is a curiously interesting and significant parallel this week between two announcements, having no planned relationship to one another, and released without reference to one another.

On the one hand the National Broadcasting Company, in conjunction with a closed circuit exhibit for dealers of the latest and handsomest of the RCA line of television receivers, with accent on color, of course, indicated something of the breadth, length and depth of its planned program scheduling for the season which is about to start. On the other hand, came approval by the New York board of governors of the Academy of Television Arts and Sciences of a proposed Writers Workshop, designed to develop new writers and new writing techniques for television.

•

The relationship between the two announcements, before going into the detail of either, lies in the ever-increasing importance of the matter of television program content. Television is finding itself more and more a highly competitive endeavor, since it is axiomatic that nothing catering to the public, and seeking the fickle public's favor, can afford to remain static, even for a brief period. The competition which television faces today for the public's leisure time, on which it has exercised a practical monopoly for a couple of years, is keen, and getting more intense.

There are today more demands, of interest and excitement, on the public's time. Not only is there the competition of network with network, but now that the novelty of television as such has practically disappeared, the old call of sporting events, theatres, shows of all sorts, increasingly better, big motion pictures from the theatrical film industry, all are raising a clarion call for attention and a share of the public's time.

•

It therefore behooves the television industry to be ever-alert, ever-searching for the new, the better, the different in presentation, that its audience be constantly stimulated, excited and impressed by the wares to be offered on the TV set. Robert W. Sarnoff, NBC president, says, "We've never gone into a season with such a restyled program wardrobe," and that's all to the good, and very important. Mr. Sarnoff and Robert Kintner, executive vice-president on programs and sales, said there would be at least 100 "special programs," and that the network is striving for a "broader range of viewer interest than ever before."

The work of the writers workshop, which should receive the full blessing and active support, moral if no other kind, of the top executive echelon of the industry, can be of enormous value along the same program lines, and in the ultimate serving the same general purpose. It is a mark of progress and nothing about television ever be permitted to stand still.

—Charles S. Aaronson

CBS Revises Product Protection Policy

CBS Television announced at the weekend that it would revise and clarify its product protection policy as a result of changing sponsorship patterns, the continuing trend toward industrial diversification and the expansion in multiple brand advertising.

In announcing the changes, William H. Hylan, CBS Television vice president of sales administration said they were in keeping with current economic patterns in network television adding that "it is our desire that this new policy will provide more advertisers greater access to the medium."

Product protection is not a contractual obligation but has been and will continue to be a voluntary policy on the part of CBS Television, Hylan pointed out.

Three-Part Plan Outlined

Following are the terms of CBS Television's revised product protection policy:

(1) CBS Television will endeavor to maintain separation of at least 15 minutes in the network placement of commercials for competing products.

(2) CBS Television will continue to prevent competitive product conflicts within programs having two or more sponsors.

(3) Exchange commercials are not necessarily entitled to protection, and CBS Television may change the position of an exchange commercial in order to maintain 15-minute separation between competitive products.

'West Point' Dramas To Appear on ABC

The "West Point" dramas will appear on the ABC Television Network this fall. The series, based on true incidents in the development of cadets as Army officers at the 150-year-old U.S. Military Academy, will have its ABC-TV debut Tuesday, Oct. 8, 10-10:30 P.M. EDT.

Sponsors for the fall series are the Phillips-Jones Corp. and Carter Products, Inc. The dramas are produced with the approval of the Department of Defense and the cooperation of the Academy by Ziv Television Programs, Inc.

Pal Joey

(CONTINUED FROM PAGE

were based) Joey Evans may have been more of a ruthless heel th he's made out to be this time around. But his essential character—th of an irresponsible and egocentric but thoroughly charming rogue—a all here. And Sinatra captures this personality to the life.

Opposite him are Rita Hayworth and Kim Novak, who combine give this Columbia release the kind of marquee appeal that can't matched. Miss Hayworth, cast as the "other woman" in a role that quite a departure for her, once again exudes here the kind of glamo that had been missing in her appearances of late. She plays the wealt widow who becomes attracted to the hero when he insults her. A Miss Novak is extremely decorative as the younger girl who works the same nightclub with Joey and is practically the only girl in sig able to resist his blandishments—at least at first.

To that talented cast add a musical score consisting of some first-ra Rodgers and Hart standards (some of which were in the original "P Joey" and some of which are from other shows) that sound as if th had just been written yesterday. Sinatra was never in better voice an backed by arrangements of the incomparable Nelson Riddle, he mak "There's a Small Hotel" and "I Could Write a Book" fresh and excitin to hear. But his best number is "The Lady Is a Tramp," which brough the house down at the special press preview in New York last wee Alongside of Sinatra the Misses Hayworth and Novak (or whoever do their singing) seem capable—but no more. However, Miss Haywort who has been given the "Zip" number puts this one over with a bang.

THIRDLY, THERE is the book of this musical, which in its close integra tion of story and song seemed ahead of its time 17 years ago. The her is an unconventional fellow—a drifting ne'er-do-well entertainer wh seduces a rich widow (Miss Hayworth) for one purpose only—to realiz his dream of owning his own night club. He almost gets it, too, bu gives it up when the price his benefactor demands is that of firing th young singer (Miss Novak) he is slowly coming to love. All this is tol —in Dorothy Kingsley's screen play from the stage adapation by O'Har himself—with an abundance of sharp and racy dialogue which is full on a par with the great score.

What changes have been made in the O'Hara original were in th interests, first, of making the characters more sympathetic, and, second of moral propriety. As noted, Joey is much less of a heel. The characte Miss Hayworth plays has been made younger, which makes their affai less sordid. The part of the younger girl who loves Joey has been buil up considerably for Miss Novak. And boy gets girl at the end. (In th original he had lost everything and left town all alone.) Too, the lyric of several songs have been laundered—particularly those for "Bewitched."

Settings of this film range from the San Francisco dive in which Joe first gets a job to the luxurious home of his mistress on Nob Hill. Thes were obviously all carefully selected by producer Fred Kohlmar an director Sidney. Indeed every aspect of the production reflects tast and style.

Columbia has designated this picture as one of its "Fabulous Five." Fabulous is certainly the word.

Running time, 111 minutes. General classification. Release, not set.

RICHARD GERTNER

RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable October 28, to holders of record at the close of business September 20, was announced at the weekend by David Sarnoff, chairman of the board, following a regular meeting of the board of directors. At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the fourth quarter of 1957, payable January 2, 1958, to the holders of record of such stock at the close of business December 9, 1957.

Elect Three New RCA Board Members

Election of three new members to the board of directors of the Radio Corporation of America, increasing the membership from 14 to 17, was announced at the weekend by David Sarnoff, chairman of the board.

The new directors are: Andre Meyer, senior partner of Lazard Freres & Company, investment bankers, New York; Paul M. Mazur, partner, Lehman Brothers, investment bankers, New York; and Robert W. Sarnoff, president, the National Broadcasting Company.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

. 82, NO. 49 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 10, 1957 TEN CENTS

C Sees Delay

o Decision i Sight on o l l - T V

nmissioners Not Ready Final Pronouncement

By J. A. OTTEN

ASHINGTON, Sept. 9—Federal munications Commission officials ve it is not likely that the Com- on will reach a final decision on cription television on September he day on which the FCC has duled a meeting on the subject. he Commission has had consi- ble staff briefing and devoted e a few sessions to the problem re its August adjournment, but als feel that the commissioners 't ready yet to come out with

(*Continued on page* 6)

all Business Study Require 18 Months

From THE DAILY Bureau

ASHINGTON, Sept. 9. — The eral Reserve Board has notified Senate Banking Committee that it take 18 months for the board to plete its study of the credit needs nall business.

riginally, the board had said it

(*Continued on page* 6)

rvices Today for rman Becker, 66

erman Becker, official of the off & Becker circuit, died at his e in Brooklyn on Sunday follow- an illness. A 50-year veteran of industry, he was 66 years old.

uneral services will be held at 0 this morning at Riverside Me-

(*Continued on page* 3)

Television Today

Page 11

Say Negotiations for Yates' Stock Still On

Financial district sources yesterday were inclined to believe that Herbert J. Yates' assertion in Hollywood last Friday that he had no intention of "retiring" from the industry has no relation whatever to the possibility that he may accept an offer from an Eastern syndicate to sell his controlling interest in Republic Pictures, as widely reported earlier.

In other words, the downtown observers believe that Yates, who was scheduled to arrive here from the Coast last night, will accept the reported offer of $8 per share for his 600,000 shares if the syndicate puts up the money on Sept. 18, the closing date. While no deal has been signed, it is said an agreement has

(*Continued on page* 6)

List Stock Changes Of Company Officers

From THE DAILY Bureau

WASHINGTON, Sept. 9—Charles C. Moskowitz sold 17,500 shares of Loew's common during July, dropping his holdings to 3,000 shares.

This was one of the transactions by film company officers and directors reported in the latest Securities and Exchange Commission summary. It covered the period from July 11 to August 10.

B. Gerald Cantor reported buying

(*Continued on page* 11)

Board Agrees 'in Principle' on Telecast

MPA Okays 'Oscar' Sponsorship Plan

Costs Expected to Range to $800,000; All-Industry Action on Broad Program

The board of directors of the Motion Picture Association yesterday agreed "in principle" to go along with the Academy of Motion Picture Arts & Sciences and other participating industry members on the Academy's plan for industry sponsorship of the annual telecast of Academy Awards presentations.

The board's action was taken after George Seaton, Academy president, had explained the plan under which all those who participate in film profits will contribute one-quarter of one per cent of their share to



Eric Johnston George Seaton

a fund to pay the telecast and broadcast costs. Distribution companies' share would be one-quarter of one per cent of their part of the domestic film gross.

The MPAA, in effect, will underwrite the costs, which are expected to range between $500,000 and $800,000, depending on how ela-

(*Continued on page* 6)

Advise Loew's Holders Of Proxy Standing

Stockholders of Loew's, Inc., have been informed by president Joseph R. Vogel that it will not be necessary for them to attend the special meeting called for next Thursday, if they have sent in their proxies. If they have not sent in their proxies they are urged to do so, or to attend in person.

The notice, which is in the form of a proxy solicitation, went out under date of Sept. 6. It informs stockholders that the only action to be taken at this meeting will be the adoption of a motion to adjourn, due to a stay granted in the Delaware Chancery Court in the Campbell vs. Loew's suit. This suit was described in a previous letter

(*Continued on page* 11)

U-I Puts Accent on Youth; Top Roles Go to Newcomers

(Picture on Page 6)

By NORMAN MORRIS

With the words "think young," Universal-International's executive vice-president Alfred E. Daff, conducting the company's streamlined policy of discovering new talent, placed a heavy accent on youth. At a press conference and luncheon held here yesterday, Daff said Universal is casting a growing list of gifted youngsters in important roles in the hope that distributors and exhibitors will do their parts in popularizing them.

In the opinion of Daff, U-I's new young star policy will increase believability considerably. To illustrate the U-I policy, Eric Maria Remarque's "There's a Time to Love," the most expensive picture in the company's history, will star two competent young people who are virtually "unknown" to American audiences. John Gavin, a handsome, promising young actor who has appeared in only three films, and Lisa Pulver, a noted Swiss actress, will share the spotlight in the picture,

(*Continued on page* 6)

Zenith Settles Trust Suit Against RCA

Special to THE DAILY

CHICAGO, Sept. 9 — Settlement of a $61,000,000 anti-trust suit brought by Zenith Radio Corp. against Radio Corporation of America was announced today in U. S. District Court. Zenith had charged RCA had monopolized foreign markets for electronic equipment.

Thomas McConnell, Zenith attorney, would not reveal the amount

(*Continued on page* 6)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc.; ROBERT O'BRIEN, vice-president and treasurer; CHARLES (BUD) BARRY, vice - president in charge of TV, and GEORGE MUCHNIC, home office executive, are on the coast for a brief visit.

•

NAT LAPKIN, first vice-president of Stanley Warner Corp., left here for the West Coast at the weekend.

•

SAM SPIEGEL, producer, will arrive here today from London via B.O.A.C.

•

RAY HELSEL, manager of the motion picture department of "This Week," has returned here from the West Coast.

•

SIR FRANK LEE, permanent undersecretary of the British Board of Trade, arrived here at the weekend and then departed for Washington, D. C.

•

PETER LEVINSON, son of HOWARD LEVINSON, of the Warner Brothers home office legal department, has become engaged to TYRA SUSAN TRUPIN, of Great Neck, L. I.

•

LYNDA LYNCH, daughter of FRED LYNCH, advertising-publicity director of Radio City Music Hall, was married at All Souls Church here on Saturday to GENE LYONS, stage and TV actor.

•

WILLIAM BLOWITZ, public relations counsellor, has arrived in New York from Hollywood.

•

FREDERICK BRISSON, producer, has arrived in New York from the Coast. He is en route to Europe.

New Assistant Named For Legion of Decency

The Most Reverend William A. Scully, D.D., Bishop of Albany and chairman of the Episcopal Committee on Motion Pictures, has announced the appointment of the Reverend Patrick J. Sullivan, S.J., S.T.D., as the assistant executive secretary of the National Legion of Decency. The Reverend Paul J. Hayes, former assistant executive secretary, has been recalled to the Archdiocese of Newark for reassignment. Father Hayes will be engaged in Legion of Decency and National Office for Decent Literature activities in his own diocese.

Screen Directors Int'l. Guild Organized Here

The Screen Directors International Guild, an independent organization representing almost 300 motion picture directors in the East, Middle West and Canada, was formed here Saturday at a meeting of the New York Film Directors Organizing Committee.

Officers of the new organization are: Howard Magwood, president; Charles Wasserman, first vice-president; Jack Glenn, second vice-president; Joseph Kohn, secretary, and Jean Lenauer, treasurer. Elected to serve on the board with the officers are: William Buckley, Al De Caprio, Paul Falkenburg, Mauri Goldberg, Phil Goodman, Ben Gradus, Leo Hurwitz, Joseph Lerner, Henwar Rodakiewicz, Leo Seltzer and Robert Sharpe.

Alternate board members: Robert Anderson, Alex Gansell, Perry Lafferty, Bert Lawrence and Sidney Meyers. George L. George was renamed executive secretary, a post he held during the formative period of the group. Irwin Feldman, New York attorney, has been retained as counsel. It is expected that contract negotiations with film producers will get under way at an early date. It is estimated that the new organization represents about 85 per cent of the eastern directors.

Seven Artists Working On "Raintree County"

Seven outstanding commercial artists have been signed by Howard Dietz, vice-president in charge of advertising, publicity and exploitation for MGM, to do illustrations to be used in the exploitation of "Raintree County." It will open at the Brown Theatre, Louisville, October 2. The picture has been photographed with the company's 65mm cameras on 65mm stock.

The special art will include, posters, lobby displays and other promotional material. Two of the artists have been previously associated with the company on "Gone With the Wind" and "The Good Earth." The seven artists are: Walter Baumhofer, Robert Patterson, Wallace Bassford, Symeon Shimin, Amand Seguso, John Groth, and Steele Savage.

Para. Signs Reisner

HOLLYWOOD, Sept. 9. — Allen Reisner, television director, has been signed by Paramount to direct "St. Louis Blues," the musical biography of composer W. C. Handy, which will star Nat "King" Cole. Robert Smith will produce and write the film which will go before the cameras at Paramount on Oct. 2.

Name Takiff Columbia Realty Vice-President

The appointment of Harry Takiff as vice-president of the Columbia Pictures Realty Corp., wholly owned subsidiary of Columbia, was announced yesterday by Harry Cohn, president of Columbia.



Harry Takiff

Takiff handled the acquisition and complete development of the Columbia Pictures Building at 711 Fifth Avenue, the new home office of the corporation. The building has been completely modernized and is now occupied by the company.

Clair Wins Selznick Trophy at Edinburgh

Special to THE DAILY

EDINBURGH, Sept. 9.—Rene Clair, French author, producer and director, is this year's winner of the David O. Selznick Golden Laurel Trophy for "Si Tous les Gars du Monde" ("If All the Guys in the World"). The trophy was presented Sunday night following the close of the Edinburgh Film Festival by John Hay Whitney, United States ambassador.

The award is made annually to an individual (other than American) whose motion picture work over the years has contributed to mutual understanding and goodwill among the peoples of the world.

The committee which made the choice included Mrs. Franklin D. Roosevelt, Ellis Arnall, Dr. Ralph Ogden Reid and H. Bayard Swope. Five other films from Germany, India, Italy, which had two, and Japan were nominated to compete for the award. These received Golden Laurel medals as runners-up.

More than 2,000 people, including the Lord Provost of Edinburgh, diplomats and film producers for many nations atended the presentation ceremony and heard Forsyth Hardy of the Film Festival Council say: "Founded by that friendly American, David O. Selznick, the awards are an admirable idea."

A special award was made to another French film, "The Red Balloon," which, while not qualifying for the major award, as it is a short, was considered by the jury to be worthy of special recognition. The reason no American films were nominated is because the Selznick awards are concerned only with films made outside the United States.

PEOPLE

Milton Platt, motion picture s executive, has joined Contine Distributing, Inc., as circuit s manager. With RKO for some years, Platt started as a booker Washington, D. C., and has vario held the posts of manager of road show department, circuit s manager, assistant to eastern s manager and assistant to the cen division sales manager.

□

Harold Rose has been appoin Milwaukee branch manager for lied Artists. He formerly was v Allied Artists Indianapolis branch fice as a salesman for two years prior to that was associated v United Artists in Baltimore. He places **George DeVine** who has signed.

□

Herb Ellisburg has resigned fr the Essaness Theatre Circuit in C cago. He will in the future be as ciated with the Stanford Kohlb organization there, where he will assigned to the Starlite Drive-In

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 1
JUdson 6-0367

SPECIAL TRAILERS
Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
FILMAC

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

. Santucci Dies, Was Representative

Special to THE DAILY

OME, Sept. 9.—Dr. Argeo San-i, 41, Quigley Publications repre-ative and correspondent for Italy e 1946, died here Sept. 7. He had n in ill health for some time recently journeyed to England for ical treatment.

graduate in economics of the versity of Bologna, Dr. Santucci's er was in both banking and writ- Prior to World War II he was nember of the promotion and ertising staff of the Banco di oro, Rome. Shortly after the war was executive assistant to the min- in the Italian Cabinet in charge Marshall Plan activities. For some s Dr. Santucci had been publisher editor of *Il Bollettino del Rispar-*, a monthly magazine for the As-ation of Italian Savings Banks.

Dr. Santucci was a devoted cham-n of the American motion picture often defended it in his writings lished in Italian papers. Moreover, igh he never saw the United States nderstood this country as well as y of its citizens do. His untimely th is a significant loss to the causes he American film industry in Italy to all things American there.—*Q., Jr.*

arcus Heiman Dies; ormer Orpheum Head

uneral services at Riverside Me-ial Chapel will be held today at 45 P.M. for Marcus Heiman, form-president of the Orpheum Circuit, died suddenly in his office here terday.

Heiman was a past president of the ited Booking Office Corp., a past sident of the League of New York eatres and owned the Colonial The-e in Boston, the Erlanger in Chi-o and the Biltmore in Los Angeles.

erman Becker

(*Continued from page* 1)

rial Chapel, 76th Street and Am-rdam Ave.

Becker was a pioneer in the de-opment of art theatres and road ows for the past four decades. Dur- his half a century in show busi-s he rose from the ranks of office y for the late Gus Edwards to ner and operator of a chain of art theatres in the metropolitan a, including the Eighth Street yhouse, Sutton and Beekman in w York City and his most recent quisition, the Cinema in Manhas-, Long Island.

Becker was active in charity drives countless causes, often serving as tion picture theatre industry chair-n, and was the recipient of cita-ns from over 50 charity, civic and triotic organizations. His survivors e, a daughter, Mrs. Jean Becker obs, two brothers, Arthur and harles and three sisters, Mrs. Ray avidoff, Mrs. Ruth Roye Kolleeny d Mrs. Anna Luxenberg.

Poll TOA Membership On Convention Agenda

All members of the Theatre Owners of America are urged to submit suggestions for subjects for the agenda of the organization's tenth anniversary convention in a special brochure and questionnaire sent out over the weekend by Mitchell Wolfson, honorary chairman of the meeting. The convention will be held in Miami Beach Nov. 20-23.

"This new approach is being adopted this year in order to make sure that sufficient time is alloted to all subjects of greatest importance and interest to our members," according to Wolfson.

Buena Vista Slates 15 Films for Release

Buena Vista, Walt Disney's releasing subsidiary, will release 15 features during the next 18 months, beginning in September. The schedule, called a new record for BV in its four-year history, was announced by general sales manager Leo F. Samuels, at the close of the firm's second international sales conference, held at the Disney Studio in Burbank.

Included in the 15 BV releases, with four titles yet to be announced, are the following Walt Disney productions: "Perri," "Old Yeller," "The Light in the Forest," "The Rainbow Road to Oz," "Arctic Wilderness," "Sleeping Beauty," "Snow White and the Seven Dwarfs," "Peter Pan," and "Banner in the Sky."

In addition to the Disney features BV will distribute two productions of C. V. Whitney Pictures, Inc.: "The Missouri Traveler" and "The Young Land."

Working Committee For Rosen Fete Named

A working committee was appointed yesterday by Jack H. Levin, chairman of New York Cinema Lodge of B'nai B'rith's "Honor Night to Samuel Rosen" to be held at the Hotel Sheraton-Astor on Tuesday, October 2. The committee includes Max Blackman, Nat D. Feldman, E. Arthur Glixon, Harry Goldberg, Martin Levine, Milton Livingston, Burton E. Robbins, Norman Robbins and Robert K. Shapiro.

Top entertainment industry executives are being invited to join the B'nai B'rith and Cinema Lodge officials on the dais. Rosen is being honored for his years of service as a leader in industry and communal causes.

To Attend 'Eve' Bow

Writer-producer-director Nunnally Johnson will attend the world premiere of his 20th Century-Fox production, "The Three Faces of Eve" in Augusta, Ga., Sept. 18. Johnson and the film's star, Joanne Woodward, are both native Georgians.

N. Y. Jubilee Unit Continues Progress

No definitive action was taken by the New York Golden Jubilee Committee at their luncheon meeting yesterday, a spokesman said, but added that a great deal of progress has been made and that many new ideas were discussed for putting the New York plan into action.

Martin Davis, chairman, introduced Leo G. Morrell, his new public relations assistant, to the full committee. Morrell will work with the Davis committee until the campaign ends. His headquarters will be located in the MPAA building and in Davis' own office. Morrell will meet with Davis this morning to analyze reports given by the subcommittees at yesterday's meeting and will chart the course to be taken next.

On Thursday Philip Gerard, chairman of the subcommittee in charge of "tie-in" campaigns, will meet company representatives who are responsible for tie-ins.

The Golden Jubilee Luncheon Committee, headed by Mort Nathanson, will meet this morning at the Sheraton Astor Hotel with the New York City Department of Commerce and Public Events to discuss the industry sponsored luncheons that will kick off the New York Jubilee celebration.

New Version of Fox 'Big Show' Previewed

The 56-minute revised version of "The Big Show," a compilation of scenes from forthcoming attractions, with studio shots and commentary, made by 20th Century-Fox for showing in theatres was tradeshown here yesterday. The original version was shown last spring to exhibitors, opinion-makers and others in most of the important cities of this country and also in many places abroad.

The new version is minus some of the original scenes from pictures which have gone into release. Others on forthcoming productions have been substituted. Spyros P. Skouras introduces the new subject, with Buddy Adler, head of production, acting as commentator to explain the later material, most of which is in both CinemaScope and color.

Scenes from 13 pictures, including among others Darryl F. Zanuck's "The Sun Also Rises," David O. Selznick's "A Farewell to Arms," and Jerry Wald's "An Affair to Remember," are shown. Twenty-four pictures in earlier stages of production are mentioned or described by the directors. Some of the younger players in the talent school of the company also are presented.

The advertising and publicity departments have prepared a single-page promotion sheet, with one and two-column mats for exhibitors' use. These are to be provided free of charge, as is the picture. It's a fine addition to any theatre program.—*J.M.J.*

. . . NEWS ROUNDUP

New Filmack Catalogue

The Filmack Trailer Company in Chicago has announced that a new 1957 Merchant's Holiday Greeting Catalogue soon going out to all theatres is a 16-page, two-color booklet featuring a five-way plan to assist theatremen in obtaining the maximum in extra revenue during the pre-holiday slack season. The plans range from Thanksgiving and Christmas merchant greeting trailers to sponsored kiddie shows, auto giveaways and a special goodwill Christmas package.

Parker Plans New Theatre

W. L. Parker of the Beach Corporation, Myrtle Beach, S. C., already operating two indoor and two outdoor theatres there, reports that contract will be let within the next few days for a new motion picture theatre on Chester Street.

V. C. Meeting Set

The regular mid-winter meeting of the officers of Variety Clubs International will be held this year in Hot Springs, Arkansas Sept. 19-21. This meeting is for the purpose of discussing the organization's affairs, and plans will be finalized for the London convention in April.

Signs Copyright Law

President Eisenhower has signed into law a bill to set a uniform three-year Federal statute of limitations for copyright infringement suits. Previously the time limit had been set by state laws, which varied widely.

Krim Host at Party For New Mirisch Co.

The press was introduced to executives of Mirisch Co., Inc., new film production organization, at a cocktail party yesterday at Twenty-One at which Arthur Krim, president of United Artists, was host. UA will release a minimum of 12 features to be made by the new company through a deal which was announced at the weekend.

President of the new firm is Harold Mirisch; Walter Mirisch is vice-president in charge of production, and Martin Mirisch vice-president and general manager.

Moffat Resigns Post

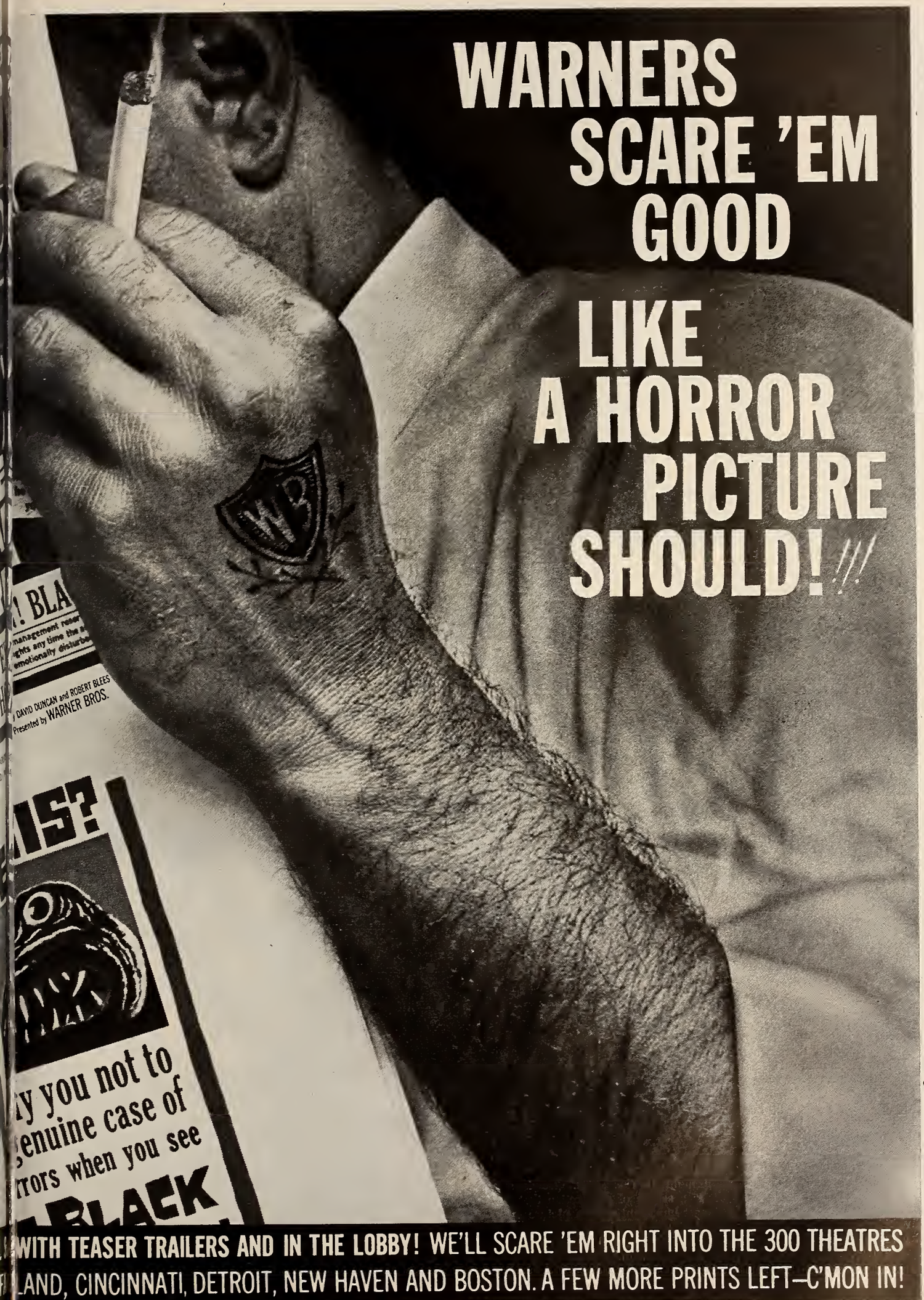
LONDON, Sept. 8.—William Moffat, representative of the British Commonwealth Film Corporation in Japan since April, 1955, has tendered his resignation and is returning here.

Warner Bros. Pressbook



WE'LL SCARE 'EM IN THE ADS! WE'LL SCARE 'EM ON RADIO! WE'LL SCARE 'EM ON TV! WE'LL S

NOW MASSED IN THE SATURATION BOOKINGS STARTING OCTOBER 2nd IN L.A., ALBANY, BUFFA


WARNERS SCARE 'EM GOOD
LIKE A HORROR PICTURE SHOULD!!!
DAVID DUNCAN and ROBERT BLEES
Presented by WARNER BROS.
y you not to
enuine case of
rors when you see
BLACK
WITH TEASER TRAILERS AND IN THE LOBBY! WE'LL SCARE 'EM RIGHT INTO THE 300 THEATRES
LAND, CINCINNATI, DETROIT, NEW HAVEN AND BOSTON. A FEW MORE PRINTS LEFT—C'MON IN!

Approve Plan For 'Oscar'

(*Continued from page* 1)

borate a program finally is approved.

Possible additions to the Academy's program are the staging of an annual film festival in Hollywood; establishment of a permanent film museum in Hollywood, a traveling museum of motion pictures, establishment of a craft magazine for circulation to colleges, film critics and others, and the extension of cooperation to universities which have cinema arts courses.

Eric Johnston, president of MPAA, explained that the board's agreement yesterday was "in principle" because of the absence of a member from the meeting. It is contemplated that the agreement will be on a continuing annual basis.

Seaton said that of some 225 Hollywood organizations qualified to participate, some 40-odd already have agreed to contribute their share. He is scheduled to return to Hollywood today to present the full proposal to the people there at once.

Sponsored by Oldsmobile

The Awards presentations have been presented on TV the past four years, under Oldsmobile sponsorship in most recent years, over NBC facilities. Tomorrow is the deadline for the industry to notify NBC of its intention to sponsor the program, which includes radio broadcasts here and abroad via 115 short wave stations; TV in England and kinescopes for France, Italy and Japan. Seaton estimated that 104,000,000 heard the radio broadcasts last year, and 8,000,000 saw the TV in England.

The audience for the TV program at home has been growing from year to year, he said. He estimated the audience three years ago at 48,000,000; at 52,000,000 last year and 56,000,000 this year.

He said that an improved program can be presented under industry sponsorship inasmuch as it will be possible to get talent not otherwise obtainable. He pointed out that some personalities will not appear on a commercial program and that others are on programs in competition with Oldsmobile and therefore unable to appear.

Under Academy Control

The entire program contents will remain under Academy control, Seaton said, and added there would be no industry commercials. The Academy is working on a new format now for the March, 1958, program. Seaton doubts that there will be a program in connection with the Oscar nominations.

Industry sponsorship of the program ties in with the all-industry business-building program and institutional campaign. In this connection, Paul Lazarus, Jr., chairman of the advertising-publicity directors committee in charge of the program, and Roger Lewis, former chairman, attended the MPAA conferences yesterday with Seaton.

Lazarus said he was "elated" that the project for industry sponsorship of the Oscar presentations has been "brought to this stage." Lewis said it is a source of satisfaction that this "most important motion picture event at last will be shown to the public under industry, rather than commercial sponsorship."

Accent is on Youth



TALENT, NOT MEASUREMENTS is the basis for Universal's development of new faces—and the accent is youthful for the young ("audiences always remain young"), and faintly and piquantly foreign. Alfred E. Daff, the company's executive vice-president, as he presided yesterday at interview, screening, and luncheon, and told of a dozen he "knows" will be stars. With him, Universal's Phil Gerard, and (rear) Milt Livingston.

(*Continued from page* 1)

which is based on Remarque's best-seller, "A Time to Love and a Time to Die." Douglas Sirk has been selected to direct the Robert Arthur production.

U-I's new find, Gia Scala, will appear with Audy Murphy in "Middle of the Street," according to the film executive. Daff cited other examples of new pictures which will carry some unfamiliar names to stardom. "Summer Love" will herald the "arrival" of newcomers John Saxon and Sandra Dee. In the "Big Beat" Universal has cast Marianne Cook and the television team of Rowan and Martin in "Once Upon a Horse."

Daff announced that his company also has important plans for newfinds Jack Mahoney, Rod McKeon, Martha Hyer, Andra Martin and Luana Patten, among the youngsters.

Daff showed the members of the press a print of the screen test which won for Gavin and Miss Pulver the leading roles in "There's a Time to Love." He pointed out that the test was screened to convince the press and exhibitors that "these talents have what we think they've got." Daff said arrangements are being made in show the screen test to the public so that the people can meet the new stars before the picture is actually released.

"Actors, producers, directors, executives, journalists and exhibitors grow old," Daff said, "but the motion picture audience always remains young." U-I is moving ahead, Daff concluded, because we are learning to "think young."

Ia.-Neb. Allied Meeting On Today, Wednesday

OKOBOJI, Ia., Sept. 9.—The annual convention of Allied Independent Theatre Owners of Iowa-Nebraska will be held tomorrow and Wednesday at the New Inn, Lake Okoboji.

Leo F. Wolcott, chairman, reported that B. D. Stoner, Paramount Central division manager, will be unable to attend and address the convention because a meeting of Paramount division managers has been scheduled for the same days in Chicago.

Yates Negotiations

(*Continued from page* 1)

been reached and the purchasers are drawing up terms now.

Yates may remain here until the closing date since a meeting of the Republic board of directors is scheduled for the following day at which new directors might be added to the board in the event the deal is closed on schedule.

The purchasing syndicate is headed by Joseph D. Blau, head of a New York CPA firm and president of Continental Thrift Co. a California investment firm. It is reported the purchasers plan a semi-liquidation of the company, retaining the film laboratory and disposing of most other properties.

Financial sources saw no conflict between Yates' statement that he had no plans for retirement and the possible sale of his controlling stock interest. He might well engage in new activities in the industry with the proceeds of the sale, they said.

No Decision In Sight on Toll-TV

(*Continued from page* 1)

any final pronouncement. "The commissioners have covered quite a good deal of ground," one spokesman declared, "but there are some questions which discussion hasn't covered completely."

There is general agreement around the FCC that the major unsettled question is whether subscription television is in the public interest. "That, we know, is the big debate," one staffer said. A majority of the Commission feels it has the clear legal power to authorize the service if it finds it in the public interest, as chairman Doerfer stated in his letter to House Commerce Committee chairman Harris.

Even if the commission should decide at the September 17 meeting that authorizing pay TV would be in the public interest, it would make no public announcement at that date according to present thinking. The decision would first have to be written by the staff—and staff members feel that would be a time-consuming job—probably two weeks or more. "What the Commission says and how it says it will have to be balanced out very carefully," one staff member has said, "because of the different kinds of viewpoints the commissioners hold."

Small Business

(*Continued from page* 1)

hoped to have some findings ready early next year. The board's proposed study was given as one reason why Congress did not make any basic changes in the Small Business Administration this past year, but merely extended the SBA as it was. Congressmen said they'd be in a better position to act next year, with the board's study before them. The fact that the board will not be ready next year will likely be used by some Congressmen as a reason for not making any basic changes in SBA again next year.

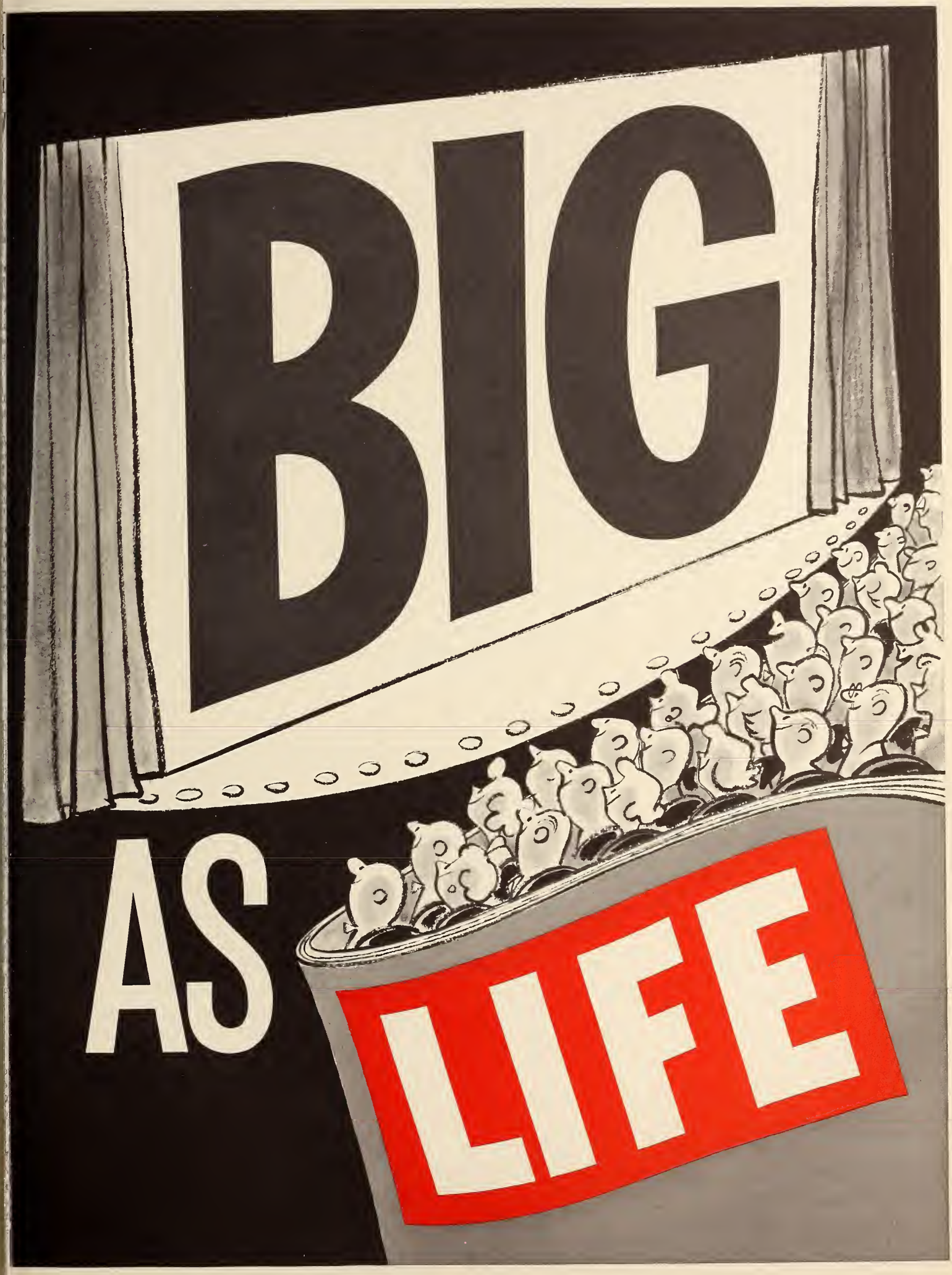
Federal Reserve Board chairman Martin had originally promised the small business study to the Senate Banking Committee during the latter group's hearings this spring on SBA extension.

Zenith Settles

(*Continued from page* 1)

of the settlement, but unofficial reports were that the amount was between $10,000,000 and $11,000,000. The settlement, he said, opened foreign markets for Zenith products.

The agreement, reached after six months of negotiation, will be submitted for approval to the boards of directors of the major companies involved in the litigation. The companies are American Telephone and Telegraph Co., General Electric, Rauland, RCA and Zenith.


BIG
AS
LIFE

Big as life are the because people



"LIFE changed my life. After I made the cover of LIFE as a fashion model in 1942, George Abbott immediately gave me a part in his new show. From Broadway I went to Hollywood where I've been ever since, in motion pictures and on my own television show. Judging from letters people write, LIFE has changed a great many other people's lives, too."

JOAN CAULFIELD



"LIFE photographers use a camera as if it were the eye of a character in the story. LIFE is a great magazine because no one reads it without feeling a wide variety of emotions. If you don't believe it, just watch the readers."

ADOLPH ZUKOR



"LIFE's really a super scrapbook, a continuing photographic record of our times. I've seen LIFE photographers at work getting their dramatic pictures in Paris, Hong Kong, Japan and Africa. Wherever they are, LIFE photographers help us capture and keep a wonderful record of our life and times."

JIMMY STEWART



"To me, LIFE is a kind of fulfillment. It satisfies my taste for the dramatic and, in varying ways, each issue is as exciting to me as the first trail-blazing issue. LIFE has a kind of magic that makes it a 'hit.' And every reader is richer because of it."

NANETTE FABRAY



"I get many photographic ideas from LIFE. Anything new LIFE does immediately influences Hollywood camera work—unusual angles, patterns or lighting. No other magazine has such impact on the people who make films. Stars, directors, cameramen, script girls all have or share a copy of LIFE. From photo lab to publicity, everyone devours LIFE."

HAL MOHR



"In the studio and in my own library, LIFE remains an invaluable aid in research. It provides a look at living history. The shifting tides of domestic and national affairs are recorded in wonderful pictorial recollections and reawaken memories and instances of wonder, fear, excitement, pain and pleasure. LIFE seems to cover the interests of all of us."

DORE SCHARY

movies in → *respond to* → LIFE



"In aiming to please a mass audience, LIFE has not made the mistake common to many editors and producers—you have not aimed too low. You have tested public intelligence and found, as so many of us have, that there are not nearly so many things over the public's head as people imagine."

OSCAR HAMMERSTEIN, II



"In the field of photo-journalism, LIFE has been the leader. LIFE has not only taken advantage of the modern printing press, the camera, the opportunities offered by high-speed transportation, but in many respects has pioneered them. As a result, LIFE has succeeded superbly in communication to a vast audience."

LELAND HAYWARD



"LIFE's coverage of the news is one of the simplest and most graphic ways we know to find out what people are doing and thinking about. LIFE's a new show every week . . . and the price is right, too."

JACK BENNY

Each finds his own meaning of LIFE . . . but the entertainment industry agrees →



LIFE IS THE BIG ONE

because LIFE reaches more people each week than any other magazine

LIFE is bought by more people weekly than any other magazine.
LIFE is read by 12,000,000 households every week.
LIFE reaches 3 out of 5 households in the average community in a 13-week period.
LIFE is read by 10,250,000 young people between the ages of 10 and 29 . . . where the big movie-going public is found.

And LIFE gives these people more feature amusement pages than any other weekly or bi-weekly magazine.

TOP 5 WEEKLIES	NUMBER OF PAGES, FIRST HALF 1957
1. **LIFE**	163.7
2. Look (bi-weekly)	120.7
3. Time	87.5
4. Newsweek	84.2
5. Saturday Evening Post	77.3

Source: Lloyd Hall Editorial Pages in Amusements

Audience Sources: *A Study of the Household Accumulative Audience of LIFE: A Study of Four Media.*



No wonder, with the combination of LIFE's great audience and the great response to LIFE . . . again in 1957

THE BIG ONES

OF THE MOVIE INDUSTRY ARE IN LIFE

Universal-International
Columbia Pictures
Allied Artists
20th Century-Fox
RKO Radio Pictures
Paramount Pictures
Hecht, Hill and Lancaster
Metro-Goldwyn-Mayer
Warner Bros.
National Telefilm Associates
United Artists

BUSINESS RESPONDS TO
BECAUSE PEOPLE RESPOND TO **LIFE**

Proxies

(*Continued from page* 1)

to stockholders which covered the history of the complicated litigation started by Joseph Tomlinson and his associates to prevent the holding of a stockholders' meeting. One of the purposes of the meeting is to remove Tomlinson and Sam Briskin from the board of directors.

"Since I wrote you on Aug. 30," the statement reads, "additional statements required by the proxy solicitation regulations have been filed as you were advised they would be. To date, approximately 300 sales, office, theatre and other employe volunteers (other than key officers) participating in the solicitation of proxies and owning (with their associates) in the aggregate about 4,600 shares of the company's stock have filed such statements. I have received total contributions aggregating $53,250 to defray proxy solicitation expense."

The closing paragraph states the solicitation is made in behalf of Vogel and George L. Killion, a member of the executive committee, along with Vogel, and not by the management.

Hinckley Named to AB-PT Executive Group

Robert H. Hinckley was elected to the executive committee of the board of directors of American Broadcasting-Paramount Theatres at a meeting here yesterday.

Hinckley is a director and vice-president of the corporation and a vice-president of the American Broadcasting Company Division. He is also a director of the First Security Corp., of Ogden, Utah, and of American Paper & Supply Co. of Salt Lake City.

The board also declared dividends of 25c per share on the outstanding preferred and 25c per share on the outstanding common stock of the corporation, payable Oct. 19 to holders of record on Sept. 27.

Will Use 65mm, New Lenses for "Ben Hur"

HOLLYWOOD, Sept. 9 — MGM has decided to use the MGM Camera 65 for the filming of "Ben Hur" next year. This process has already been used on "Raintree County."

The company has contracted with Panavision, Inc., under direction of Robert Gottschalk, to develop ten new lenses to provide sharp focus for spectacular scenes in the picture.

Dickstein Appointed

The appointment of Martin Dickstein as amusements advertising manager of the "New York World-Telegram and Sun" was announced yesterday. He succeeds Donald Reis who is joining the newspaper's general advertising department. Dickstein was amusements advertising manager of the "Brooklyn Eagle" for 20 years.

Ask Latecomer Ban For WB 'Dressing Gown'

Warner Bros. is requesting theatre exhibitors not to seat patrons during the final ten minutes of its new film, "Woman in a Dressing Gown." The picture will have its American premiere Thursday at the Victoria Theatre here.

The resolution of the problem facing two women—one young and one somewhat older—who share one man's love, comes in the last few scenes of the film and Warners does not believe it fair to disturb patrons already seated during the final moments of the picture.

List Stock Changes

(*Continued from page* 1)

10,000 shares of common of National Theatres, boosting his holding to 45,000 shares. Peter Colefax bought 250 shares for a total of 2,000.

American Broadcasting-Paramount Theatres president Leonard H. Goldenson reported acquiring 3,000 shares of AB-PT common through the exercise of stock options and the sale of 1,700 shares, ending up with 54,000 shares at the end of the period. Herbert B. Lazarus sold 900 shares, dropping his total to 100.

A trust controlled by Serge Semonenko bought 1,000 shares of Warner Brothers Pictures, Inc., giving Semenenko 160,000 shares in his own name and 2,000 in the trust.

Toll-TV Symposium At St. Louis Meeting

ST. LOUIS, Sept. 9 — "There is a theatre in your future" was the theme of the Missouri Illinois Theatre Owners Association meeting here today. However, a symposium on cable TV, led by Herman Levy, general counsel of TOA and Albert Pickus, Stratford, Conn., resulted in the feeling among exhibitors that without the interest, enthusiasm and mutual trust of producer for exhibitor changes in our theatre life would occur. Conclusions of the discussion were:

Results from cable, telemeter or subscription TV will have to be more decisive than the recent Bartlesville and Palm Springs trials were.

Hollywood's interest and investment in the results of these experiments is negligible compared to the $3,000,000,000 investment in theatres.

The industry must join forces to attain the possible profits from the entertainment demands of our ever increasing population.

In sharp contrast to the above views Frank L. Plumley, keynote speaker from Farmington, Missouri, is "enthusiastic, optimistic and confident of the theatre's future."

Completing today's program, James H. Nicholson, president of American International Pictures reported on exploitation pictures followed by a better business forum for exhibitors.

Television Today

MGM Features Now In 61 TV Markets

The M-G-M features have now been sold in 61 of the nation's TV markets, according to Dick Harper, M-G-M-TV general sales manager, who announced that deals have now been concluded with the following six additional stations:

KSYD-TV in Wichita Falls and KMJ-TV in Fresno have each leased the entire M-G-M feature film library for a period of five years. KKTV in Colotrado Springs has leased he full library for six years, KHQ-TV in Spokane for 6½ years and WEAR-TV in Pensacola for 5½ years. WMBR-TV in Jacksonville has leased 150 top titles from the M-G-M library for a limited number of runs over a three year period.

Pearson in ABC Post

John Pearson has been named to the newly created post of station program executive in the American Broadcasting Network's expanded Stations Department, effective immediately, it was announced by Edward J. DeGray, vice-president in charge of stations for the network. Pearson, who has resigned as program consultant for the Katz Agency, Inc., station representative, will be available to help American Broadcasting Network affiliates with local programming.

Name Stafford, Winton

Jack M. Stafford and Barry Winton have joined the sales staff of Famous Films-Programs for Television, Edward M. Gray, vice-president in charge of the organization, announced. Famous Films is a division of National Telefilm Associates, Inc. Both men will serve as account executives with Stafford assigned to the 13 western states and Winton covering the southern section of the country.

TV Output in July Totals 360,000 Sets

From THE DAILY Bureau

Washington, Sept. 9.—Telivision output in July totaled 360,660 compared with 543,778 sets made in June and 336,931 produced in July 1956, the Electronic Industries Association, formerly the Radio-Electronic-Television Manufacturers Assn., reported.

Order Four TV Firms Give FCC Costs Data

Four television companies which last June refused to supply financial data requested under subpoena by the Federal Communications Commission were ordered on Friday to produce such information by New York Federal Judge Frederick van Pelt Bryan. The four companies are Screen Gems, Ziv Television Programs, Review Productions, and MCA-TV, Ltd.

In his order at the weekend Judge Bryan specified that the information, which involves records as to costs and prices, be kept confidential and not made public by the FCC.

Originally the Commission had asked seven companies to supply information in connection with its study of network TV operations. All seven companies challenged the FCC's right to require the information but after the first hearing three of the seven agreed to supply it with the stipulation that it be kept confidential.

'Playhouse' to Premiere

"Saturday Playhouse," a weekly half-hour series of dramas, will premiere over the CBS Television Network on Saturday, Sept. 28 (11:30-12:00 Noon, EDC). It will feature stories previously presented on "Schlitz Playhouse" and will be seen in the time period currently occupied by "It's a Hit! With 'Happy' Felton."

HERMAN BECKER

September 8, 1957

The Employees of Rugoff and Becker Theatres regretfully announce the passing of our esteemed employer.

[*The office will be closed today.*]

GO BIG TIME WITH TIMES

Zola's Immortal Classic

Nana

starring MARTINE CAROL and CHARLES BOYER



"SPICY ADULT CINEMA PACKAGE!"
—N. Y. Post

"★★★★" —Daily News

"FULL OF FUN!" —Newsweek



"wee Georgie"

Bill Travers • Alastair Sim

A George K. Arthur—Times Film Release



WATCH FOR THESE NEW GREAT ONES!

- **"LOVERS' NET"**
- **"THE ADULTRESS"** (from Zola's "Therèse Raquin")
- **"SINS OF CASANOVA"**
- **"THE RESPECTFUL PROSTITUTE"**
- **"08/15"**
- **"FEDRA"** (The Devil's Daughter)
- **"THE SMALLEST SHOW ON EARTH"** (by the creators of "Wee Geordie" and "Genevieve")

INTERNATIONAL FILMS OF DISTINCTION FOR THE SMART AND SUCCESSFUL SHOWMAN

TIMES FILM CORPORATION

144 West 57th Street, New York 19, N. Y. • PLaza 7-6980
William Shelton, Vice President in charge of Distribution

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 50 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 11, 1957 TEN CENTS

Senseless'

Ego' Film Ads Vast Waste, Says Stellings

To Be Major Topic at TOA Meet in November

Millions of dollars a year are being wasted on "senseless ego advertising," says Ernest G. Stellings, president of Theatre Owners of America, and this will be discussed at the organization's convention in November in Miami Beach.



Ernest Stellings

Stellings' sharp comment is aimed at the "multiple mention of names and the overplay of unessential talent information" in ads prepared by distributors. He says this is costing theatres and distributors millions of dollars in space which

(*Continued on page 4*)

Katzka-Farrell-Gaige Form Producing Firm

Katzka-Farrell-Gaige Productions, Inc., has been formed here to produce films for theatre use and also shows for television and the legitimate theatre.

The firm is composed of Gabriel Katzka, producer of plays and formerly associated with Distributors Corporation of America; Anthony Brady Farrell., former owner of the Mark Ellinger Theatre and a producer and

(*Continued on page 4*)

Television Today

Page 6

Vogel Reports Four More TV Sales; All Proxies Valid

Special to THE DAILY

CULVER CITY, Sept. 10—The sale of the MGM pre-1948 library in four additional cities for a total of $3,050,000, and a ruling that all the proxies which have been turned in, including those solicited earlier by management, are valid featured a progress report made by Joseph R. Vogel, president of Loew's, Inc., here today.

Vogel said also that the executive committee, composed of George R. Killion and himself, had heard reports from all studio department

(*Continued on page 4*)

Tomlinson Files Appeal

Special to THE DAILY

WILMINGTON, Del., Sept. 10—The State Supreme Court received an appeal from Chancellor Collins B. Seitz's decision declaring the election of L. B. Mayer and Joseph Briskin invalid to the board of directors of Loew's. The firm of Logan, Marvel, Boggs and Theisen filed the ap-

(*Continued on page 4*)

Reserve Decision in Loew's Meeting Action

The Appellate Division of the New York Supreme Court yesterday reserved decision on a petition by Joseph Tomlinson to vacate or modify an order enjoining Tomlinson and others from interfering with the special meeting of Loew's stockholders called by Joseph R. Vogel, president.

The order had been modified on Aug. 17 until such time as the Appellate Division could hear the action. Meanwhile, the Delaware Chancery Court has postponed the special meeting until Oct. 15.

Harris Named Reade Assistant for Film

Jack P. Harris, vice-president of Walter Reade, Inc., and a partner of Wilbur Snaper and Irving Dollinger in Triangle Theatre Service, has been appointed assistant to the president in charge of film for Walter Reade, Inc., it was announced yesterday by Walter Reade, Jr. The appointment is effective Oct. 1, and Harris will make his headquarters at the company's home office at Oakhurst, N. J.



Jack Harris

Reade said Harris, in addition to

(*Continued on page 4*)

British Exhibitors Left Cold By Chaplin's Anti-U.S. Film

By PETER BURNUP

LONDON, Sept. 10—Cocking an ungrateful snoot at America, Charles Chaplin screened his "A King in New York" for national critics and exhibitors at the Leicester Square Theatre today, prior to a socialite premiere at the theatre on Thursday. The picture, which was written, directed and starred in by Chaplin with music also by him, casts the aging comedian as the king of a mythical Balkan country who bolts with financial loot in a last-minute escape from revolutionaries.

Arriving in New York, the monarch Chaplin soon finds himself broke when his prime minister pinches his funds. This furnishes the opportunity for Chaplin to revive many a well-tried gag although unaccompanied by his famous stick and baggy trousers. Examples: taking a Mickey;

(*Continued on page 4*)

Radio Co. Applies

D.C. Showmen Set to Fight Pay-TV Set-Up

System Would Be Extended To Maryland and Virginia

By J. A. OTTEN

WASHINGTON, Sept. 10. — A Washington radio company asked local government authorities for permission to establish a system of closed circuit wire television for homes in Washington, with eventual extension to suburban Maryland and Virginia.

Washington theatre owners immediately announced their determination to fight establishment of any such set-up.

The Washington Broadcasting Co., which operates radio stations WOL

(*Continued on page 6*)

California Studies Cable TV Regulation

From THE DAILY Bureau

HOLLYWOOD, Sept. 10. — The California Assembly Interim Committee on Public Utilities canvassed the legislative aspects of closed-circuit pay television today at an open hearing which was adjourned, fol-

(*Continued on page 6*)

East, West Discuss Plans for Jubilee

From THE DAILY Bureau

HOLLYWOOD, Sept. 10 — Golden Jubilee plans were discussed this afternoon by eastern and western representatives in the first meeting with the studio publicity directors committee to be followed by a second tomorrow.

Today's discussions included routing of the Golden Jubilee tour and proposals for activities in each of the twenty cities to be visited. Plans call for the Jubilee to get under way with a luncheon Oct. 17 and wind up with a two-day celebration in New York City Nov. 7-8.

PERSONAL MENTION

AL DAFF, Universal executive vice-president, left here for the Coast last night.

•

HAL R. MAKELIM has returned to Hollywood from New York.

•

ARTHUR LUBIN, producer-director of RKO's "Escapade in Japan," has arrived here from the Coast.

•

CHARLES OKUN, Coca-Cola theatre sales executive, leaves today on the "Queen Elizabeth" for London.

•

HENRY EPHRON, 20th Century-Fox producer, will leave here today for Europe on the "Ile de France."

•

VIRGIL JONES, Warner Bros salesman in Albany, became a father for the first time last week when his wife gave birth to a daughter.

•

ALAN BADER, assistant to AL STERN, world-wide publicity manager for RKO, returned yesterday from a vacation in New England.

•

BEN LORBER, Universal Pictures insurance department manager, leaves New York today for the West Coast.

•

WILLIAM SAAL, assistant to H. J. YATES, Republic Pictures president, is in New York from the Coast.

•

DAVID GOLDING, advertising-publicity executive on Paramount's "Desire Under the Elms," and MRS. GOLDING are parents of a seven-pound, 4-ounce boy, born to MRS. GOLDING in Los Angeles yesterday.

Harrison to Convene Fox Sales Meet Today

Alex Harrison, 20th Century-Fox general sales manager, will today convene a home office meeting of the company's division and district sales managers. The agenda will include the formulation of distribution plans for David O. Selznick's "A Farewell to Arms," Jerry Wald's "Peyton Place," and other films.

Also scheduled to address the sales group is vice-president Charles Einfeld, who will outline the elaborate merchandising plans for the above productions and others.

Honor Jack Warner In London Today

Special to THE DAILY

LONDON, Sept. 10—Jack L. Warner, president of Warner Bros., who is currently on a business tour of Europe, will be honored at a luncheon at Claridge's Hotel here tomorrow by leaders of the British government, the motion picture, television, press and allied industries.

At a press conference here today Warner announced that "Kind Sir" will go into production in England in November with Stanley Donen directing. Cary Grant and Ingrid Bergman will star.

Harriman to Host Golden Jubilee Stars

Martin Davis, chairman of the New York Golden Jubilee Committee, and his assistant, George Morrell, met yesterday with a representative of Governor Harriman to outline the next steps to be taken in the Jubilee plan. It was learned that the governor will hold a reception for Hollywood stars at his home.

Davis and Morrell have decided to look into the possibility of holding a reception at the United Nations headquarters with an eye toward giving the New York celebration an "international flavor."

All prominent New York exhibitors will be invited to attend an orientation meeting during the latter part of September. The conclave will be held at a downtown theatre, which will be designated at a later date by the New York receptions committee composed of Martin Levin, D. Rugoff and John Phillips.

Yates Here; Bid for His Republic Stock Pends

H. J. Yates, Republic Pictures president, arrived in New York from the Coast yesterday for a stay of several weeks. Efforts to reach him for questioning concerning current bids by an Eastern syndicate for his controlling stock interest in the company were unsuccessful.

According to the reports, the syndicate, which is headed by Joseph D. Blau, head of a CPA firm here, and a California investment company, will have to put up $4,800,000 in cash by Sept. 18 or there will be no deal.

Howard Gale, 80

MIAMI, Fla., Sept. 10—Howard V. Gale, 80, theatre manager, died Aug. 31 at his home here. Gale came from New York 14 years ago and had been manager of the Claughton Theatres here for eight years.

Proposes Combined U.K. Organization

From THE DAILY Bureau

LONDON, Sept. 10 — A combined trade organisation with a permanent independent chairman is proposed by Sir David Griffiths, president of the Kinematograph Renters' Society (KRS).

The new body, Film Industry Board, comprising representatives of every section of the industry, would be able to speak for the British film trade as a whole, says Sir David. The board would deal with the industry's relations with the government, parliament, television, the national press and the public. Its operations would be financed by a levy of one-farthing (¼d.) in the pound (£)—calculated before the film rental— on all cinema net receipts.

Sir David will present his plan to the KRS Council on Sept. 12 for discussion and later to the four associations for further consideration.

Fruchtman Takes Over Mayfair at Baltimore

Special to THE DAILY

BALTIMORE, Sept. 10. — Jack Fruchtman, owner of the Century and New Theatres here as well as five other theatres in Leonardtown, Lexington Park and Greenbelt, Md., has acquired the Mayfair in downtown Baltimore.

The new purchase makes Fruchtman owner of half of the downtown theatres in Baltimore, and he has another due to open in December. Fruchtman is former chief barker of Variety Club Tent No. 11, Washington.

2 Awards for 'Rain'

VENICE, Sept. 10.—The International Catholic Organization and the Italian Film Critics today awarded special "best picture" awards to 20th Century-Fox's "A Hatful of Rain," following the conclusion of the Film Festival here. The Festival jury had previously presented the Coupe Volpi award to Anthony Franciosa for his performance in the Buddy Adler production.

Winik to Film Fight

Arrangements have been completed by James D. Norris, president of the International Boxing Club and Leslie Winik, president of Winik Films, for the filming of the Robinson-Basilio middleweight championship fight at Yankee Stadium on Sept. 23. Winik Films will produce the fight film, which United Artists will distribute.

PEOPLE

Francis Mineau has been nar manager of the Community Amu ment Corporation's Plainfield Th tre, Plainfield, Conn., succeeding sister-in-law, **Mrs. Marjorie Minea**

□

George Tillinghast has been pointed manager of the Manche Drive-In Theatre, Bolton No Conn., replacing **Walter Cheskey.**

□

William F. Nutt, administrative sistant to RKO production vice-p ident **William Dozier,** has left Gower Street lot. Prior to becom Dozier's assistant, Nutt was head the RKO story department.

□

Caravel Films, Inc. has appoin **Ted Zarpas** and **Maggie Dent** to p licize the opening of its new production center in midtown N York scheduled for Oct. 1.

□

Mario Di Palma, former mem of 20th Century-Fox's home of publicity staff, last week was co missioned an ensign in the Navy

□

Film director **Leo McCarey** been elected to membership in American Society of Composers, thors and Publishers. McCarey wr the music for "Affair to Remembe

□

Al Rogliano, formerly circulati promotion manager with Macfadd Publications, Inc., has been nam manager of promotion and public for circulation by Fawcett Publi tions, Inc., in Greenwich, Conn.

Wirth Ceremony Sunda

A memorial service and the unve ing of a plaque in memory of B Wirth, formerly chief of the Stanl Warner Real Estate Department, w be held Sunday at 12 noon at the A tor's Temple here. S. H. Fabian, pre dent of Stanley Warner, will spe

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 1
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

19 TOP CRITICS TELL AMERICA TO GET ON

THE HAPPY ROAD



THEY FOUGHT!
She said such nasty things—
and in French, too!



THEY FLIRTED!
Oh, that balcony scene
in a small hotel!



THEY FELL!
The picture with a
gleam in its eye!

M-G-M presents "THE HAPPY ROAD" starring GENE KELLY · with Barbara Laage · Bobby Clark · Brigitte Fossey And Michael Redgrave As "General Medworth" A Kerry Production Screen Play by Arthur Julian, Joseph Morhaim and Harry Kurnitz · Music by Georges Van Parys Associate Producer Noel Howard · Produced and Directed by Gene Kelly An M-G M Release

1—"A real treat." —*Variety*

2—"Picture of the Month." —*Redbook*

3—"Picture of the Month." —*Coronet*

4—"Picture of the Month." —*Good Housekeeping*

5—"Had me holding my sides with laughter."
—*Bennet Cerf in Saturday Review*

6—"Highly amusing! Lively! Charming! Gene Kelly outstanding." —*Crowther in N. Y. Times*

7—"Happy cinematic event. Excellent." —*Gilbert in N. Y. Mirror*

8—"Special award. Endearingly human." —*Parents' Magazine*

9—"A happy blend of inspiration, imagination and fun."
—*Cook in World-Telegram*

10—"Gene Kelly comedy a hit! Highly amusing adventures."
—*Dorothy Masters in N. Y. Daily News*

11—"A happy comedy against charming backgrounds of French countryside." —*Rose Pelswick in N. Y. Journ.-Amer.*

12—"Enchanting. Full of laughs. I loved it."
—*Dorothy Kilgallen on WOR Radio*

13—"Side splitting and heartwarming . . . a delightful offbeat comedy." —*Hollywood Reporter*

14—"Perfect family picture . . . imaginative, and gay."—*Film Daily*

15—"A happy picture for adults and youngsters."
—*Independent Film Journal*

16—"One of the surprise hits of the season." —*Film Bulletin*

17—"Good, solid film for youngsters, oldsters or a combination of both." —*M. P. Exhibitor*

18—"A charming comedy. Plenty of laughs." —*Zunser in Cue*

19—"A delightful comedy. 'THE HAPPY ROAD' should be seen and taken." —*Commonweal*

'Ego' Film Ads Vast Waste, Says Stellings

(*Continued from page* 1)

should be used to better advantage at the boxoffice."

Exhibitor members of TOA are called upon to share in the cost of distributor-prepared ads that sometimes devote "as much as a third of their precious space to a listing of names which cannot, by the farthest stretch of the imagination, sell a single ticket," Stellings states. "All this confusing mass of type does is to militate against the ticket-selling effectiveness of the balance of the ads. I know of several circuits which have refused to approve the use of such ads if they must share the cost.

"Under present conditions of our business—and the need to make every advertising dollar count—we cannot afford this senseless ego advertising. I agree that those who create movies are entitled to all the credit they can get, but not at the expense of the exhibitor. This problem of billing always has been with us; it is part of show business; but the thing has gotten out of control.

Demands Action

This problem has been discussed at past conventions of TOA and committees have been named to study the problem, but "nothing has happened," Stellings asserts.

"I am in sympathy with those who like to see their names in big type, but their demands have become too costly and utterly ridiculous. Many a theatre man today is hard put to find a press book ad which he can use without closing his eyes to the waste of space for billings.

"I expect to present to our members at the national convention a lot of horrible examples of this multi-million dollar waste in advertising. We cannot tell the distributors how to solve this mess, but we can refuse to share in the cost of useless, even harmful, advertising. There should be nothing in a movie ad which does not tend toward hte sale of tickets."

Katzka-Farrell-Gaige

(*Continued from page* 1)

investor; and Elise Gaige, formerly with Robert Rossen.

The company has acquired the rights to "Heather Mary," by J. M. Scott. Keith Winter is writing the screen play preparatory to production in England and Scotland in the spring. "Love, and the Countess to Boot," by Jack Iams, also has been acquired. A distribution deal for the films is now being negotiated.

The company will operate entirely from New York both for their undertakings on the West Coast and in Europe, where they plan to produce extensively. Brenon and Morgan Associates have been retained for the public relations for the new firm.

Vogel Report on Progress

(*Continued from page* 1)

heads on the progress made to rejuvenate the company and that several deals for new pictures were under consideration.

The complete statement:

"I am happy to announce that we have concluded the licensing of our pre-1948 feature library for television exhibition in four additional cities for $3,050,000. This brings our total MGM television licensing revenue to more than $43,000,000.

"We have had an executive committee meeting at which Mr. George L. Killion, chairman, and I have heard reports from department heads on the progress being made to rejuvenate the company.

"A number of pending deals for new pictures were brought before the executive committee and have received approval subject to continued negotiations with the principals involved.

"I have been advised by our special counsel, Louis Nizer, that all of the proxies which have been turned in to be voted October 15, 1957, are valid."

Vogel has been here since Monday.

Chaplin Film

(*Continued from page* 1)

America's devotion to royalty; and worship of television.

For 30 of the picture's 105 minutes, the audience rollicked as though the clock had been put back. Whereupon pseudo-philosopher Chaplin mounted the rostrum and through the mouth of his real-life son, Michael, proceeds to outpour spleen, venom and half-baked political philosophy. The latter is concerned primarily with the late Joseph McCarthy and "witch hunts" but Chaplin's contempt for all of America is plain throughout.

Has Production Value

Thanks to British technicians, despite manifest signs of economy, the picture possesses production values. Dawn Addams, now a real-life Italian princess, should, in the unanimous vote of critics, be lured back to the studios. She saves the picture time and time again.

The audience was carefully seeded with deadheads, who applauded, but hardheaded exhibitors departed moodily. They lamented that Chaplin couldn't leave well enough alone with slapstick but felt compelled to lecture the world with pretentious political rubbish.

"'Tis pity, 'tis a bore," reflected Britain's best-known critic upon leaving the theatre, parodying a title in Restoration drama. Chaplin was subsequently mobbed by gossip writers to whom he declared, "I have no interest in America."

Russia Interested

Distribution of the picture is being arranged through individual companies throughout the world apart from the U. S. with dubbed versions now in the course of preparation. Russia is said to be interested.

It is the view of detached observers that the English-born Chaplin has no right to attack American institutions, treasured sacred cows though they be. It was also commented that Chaplin, while protesting his English nationality, still insists on living in Switzerland with no English tax liability there and despite his picture getting a quota ticket and a share of the Eady fund.

San Francisco Sets World Film Festival

Special to THE DAILY

SAN FRANCISCO, Sept. 10.—This city will have an international film exhibit this fall along the lines of the famous Venice, Cannes and Edinburgh festivals.

Mayor George Christopher today issued invitations to 12 countries to submit a list of films they wish to show at the exhibit. The consulates of France, Great Britain, Germany, Greece, Japan, Mexico, Sweden, Brazil, India, Philippines, Spain and Denmark have been invited to participate. The exhibition is under the auspices of the City Art Commission. Irving M. Levin theatre circuit head, is acting as the coordinator.

The rules stipulate all entries be subtitled in English and must not have been shown generally in the area. Prizes, known as the "Golden Gate Awards," will be given in four categories—the best film, actor, actress, and director. These will be named by a special jury.

The exhibit will be the first of this kind held in the United States. It stems from the successful Italian and French festivals held here.

Harris Named

(*Continued from page* 1)

assuming responsibility for "the careful selection and programming of our theatres" and maintaining close liaison with Triangle, will also assist in establishing a closer relationship with Continental Distributing, Inc. The latter is Reade's distribution company.

Harris joined Reade in 1944 as film buyer and was made a vice-president of the company in 1955. Earlier this year he formed Triangle along with Snaper and Dollinger. It represents approximately 100 theatres in the metropolitan New York and New Jersey area.

Psychiatrists See 'Eve'

Psychiatrists and officials of prominent health organizations this week will attend a series of special showings of "The Three Faces of Eve" at 20th Century-Fox's home office.

Tomlinson Files Appeal

(*Continued from page* 1)

peal of 38 pages in which they a gued that the Chancellor, by holdi Mayer and Briskin invalidly electe gives complete control of the co poration to the president, there frustrating the management pow and responsibility of the directors.

"The issue in this case," the bri stated, "is not the question whether directors or stockholde should fill vacancies, but whether t directors or the president are t management of the corporation in t event of vacancies on the board.

"There can be no question," t brief continued, "that the preside of a corporation such as Loew's the agent of the board of directo He was elected not by the stoc holders, but by the directors and m be removed by the directors f cause at any time during the ye

Discusses Technical Point

"Under the law of Delaware a the by-laws of the company, a maj rity of the directors remaining office are empowered to fill vaca cies . . . the statute and the by-la clearly indicates that the number directors who undertake to fill vaca cies need not constitute a legal qu rum such as would be required f the transaction of other business a meeting of the board . . .

"Consequently the action of t Tomlinson group (five directors) electing Mayer and Briskin to fill tw of the four vacancies existing in t Loew's board of directors on Ju 30, 1957, was valid. Since they we a majority of the directors remainin in office (nine) their action was vali even though more than a quoru (seven) was in office but not prese at the meeting."

The brief, in discussing a numb of possibilities concerned with t ratio of directors on one side or t other of the board, states that t . . . "Chancellor's interpretation Article II and Article V would als prevent a majority of the directo from filling vacancies which occur i the offices of the corporation whe all of the remaining directors a equal to or exceed a quorum and on or a few of the directors refuse t attend meetings of the board in o der to frustrate a quorum."

Hollywood AFL Asks Income Tax Cut

From THE DAILY Bureau

HOLLYWOOD, Sept. 10. — Th AFL Film Council today voted resolution calling on Congress to re duce Federal income tax rates as means of reversing the decline in mo tion picture production in this coun try. The resolution, endorsing a bil in Congress introduced by Represen tative Antoni Sedlak followed a dis cussion of the subject by SAG ex ecutive secretary John L. Dales.

nerican-International Pictures presents THE AMAZING COLOSSAL MAN

starring Glenn Langan, Cathy Downs, William Hudson and Larry Thor. Produced and directed by Bert I. Gordon, screenplay by Mark Hanna and Bert I. Gordon. A James Nicholson - Samuel Z. Arkoff production.



Television Today

EPI, TPA Join in New Quiz Series

"Turning Point," a new half-hour dramatic television film series based on the lives of big money winners on quiz shows, including those on "$64,000 Question," will go into production shortly, it was announced yesterday by Milton A. Gordon, president of Television Programs of America, Inc., and Harry Fleischman, president of Entertainment Productions, Inc.

The new program will be produced in TPA's studios in Hollywood. Details as to the permanent star of the program and production staff are now being completed.

'Omnibus' to Begin New Season Oct. 20

"Omnibus" will return to the air on NBC-TV Sunday, Oct. 20, with new shows ranging from original treatments of the "Life of Samuel Johnson" and "Hansel and Gretel" to features on the traffic problem and women in America, a history of the bathtub with Bert Lahr, and a new musical based on a classic novel.

"Omnibus" also will present a series of musical features starring Leonard Bernstein and a series on the law with Joseph N. Welch. In addition, the program is negotiating with Sir Laurence Olivier for his first "live" performance on an American television program.

One Man's TViews

By Pinky Herman

WHAT should prove to be exciting as well as of vast importance to national defense is the documentary film, "The Day Called X" which CBS public affairs producer Harry Ransky will produce in Portland, Oregon, where the local civil defense facilities will be placed at his disposal. The picture, CBSkedded for early December showing, will depict the mobilization of a city faced with an impending atomic-bomb attack. . . . Ensign Charles Thirer Freedman in town from Sandia Base, N.M. to join twin sister Carol at the 25th wedding anniversary party Sat. of his parents, Zac Freedman and Irene Thirer. . . . Captain Iven Kincholoe, Jr., who flew the X-a plane higher and faster than any man has ever flown before and who will be featured on "Wide Wide World" next Sunday will be special guest at a press NBConference tomorrow at which Dave Garroway, Barry Wood and Chas. Van Dorn will outline that program's forthcoming plans for the new season. . . . The "CBStudio One" presentation of Max Ehrlich's two-hour original script, "Mutiny On The Shark," which will be presented in two parts (Sept. 23 and 30) will star Richard Basehart in an exciting story based on an American atomic submarine. . . . A new, streamlined "Mickey Mouse ABClub" starts its third season Monday, Sept. 30.

☆ ☆ ☆

The telefilm production firm, WCD, Inc., in less than six months since acquisition of Geo. Blake Enterprises, have attained an amazing rep as "the team with 'lots of know-how and can do.'" Prexy Harold Wondsel and Veeps Robert Carlisle and Thomas Dunphy have been making theatrical, commercial, industrial and telefilms for an aggregate of 50 years as producers, directors and cameraman, respectively. . . . Dean Martin makes his solo TV debut Saturday, Oct. 5 (10:00-11:00 P.M.) in a special NBColorcast which will originate in Burbank and will feature as guests, Louis Prima, Keely Smith (Mrs. Prima) and comic Joel Grey, Cy Howard will produce with Joe Tinney megging the program which is sponsored by the National Carbon Co. . . . Howard Brandy, covering film and TV news for the Far East Film News, has authored a series of half-hour telefilms, "The Legends of Paul Bunyan." . . . Jeanie Sullivan, top-ranking amateur golfer, with a face and figure to match, has been signed by 20th Century-Fox and leaves for Hollywood next month. . . . CBS Record Librarian Irving Faskow became the proud poppa of a 9-pound baby boy last week. Bristening tomorrow and mozzeltoff. . . . Balladearie Jo Ann Lear's initial release on National Records, backing "Things I Shouldn't Know" with "I Can Tell" may well prove to be the sleeper of the year. Jo Ann is a discovery of music pubber Julie Schein. . . . Yogi Berra, Gil McDougald and Phil Rizzuto will be seen "trying out for Sgt. Bilko's baseball team" TVia CBS, Oct. 1. . . . Allen Swift's summer playhouse at Hyde Park did so well, the talented announcer-emcee is seeking a play to produce on Broadway.

D.C. Showmen

(*Continued from page 1*)

and WOL-FM in Washington and radio stations in Dover, Del., and Annapolis, Md., proposed the closed circuit wire system in a letter to District of Columbia commissioners, asking permission of the commissioners to install the necessary equipment. President Henry Rau said the service would consist of feature films, Broadway plays, operas, concerts and outstanding sport events.

A. Julian Brylawski, president of the Theatre Owners of Metropolitan Washington, said exhibitors here would oppose the proposal "en masse." He declared that as soon as the application was official, the theatre owners group would write the commissioners and ask for an opportunity to be heard in opposition to the application before the commissioners act. However, he added, he was not too worried about the application, since he did not believe the system was workable in this area.

One interesting question was whether the proposal, if approved, would require Federal Communications Commission approval when ready for extension to Maryland and Virginia. Some lawyers said they felt the FCC could make a bid for authority, since interstate transmission would be involved, but FCC officials' offhand opinion was that their okay would not be needed since common carrier lines would be used.

Marks, attorney for the applicant, is the law partner of Marcus Cohn, who is the attorney for the Joint Committee Against Toll TV.

Marks said he saw no conflict between jobs. He pointed out that the joint committee had opposed using public broadcasting channels for pay television and that this application involved private circuits. He also pointed out that in many areas, including Bartlesville, exhibitors are in the forefront of groups experimenting with wire television.

Cable TV Regulation

(*Continued from page 1*)

lowing the appearance of spokesmen representing Telemeter, Skiatron and Jerrold Electronics, without definitive conclusion. Committee Chairman Louis Francis said other hearings would be held in other cities where applications for franchises have been filed.

Francis said the committee's objectives are, first, to find out whether the state properly should concern itself legislatively with pay-television, and, second, whether the state should see to it that franchises which may be granted in various cities should be standardized. It was pointed out during the hearing that the California Supreme Court has ruled that a community antenna service set up by a private concern is not a public utility.

Committee counsel Alexander Yacutis said that state jurisdiction over wired-communication, unlike the Federal Government's, is not clearly defined.

170 Theatres Book Bout on Closed-TV

An all-time record closed-circu network of 170 theatres in 127 citi are already in the Theatre Netwo Television network for the Robinso Basilio bout Sept. 23, Nathan L. H pern, president of TNT, announc yesterday. An additional five theat in five cities were added to the n work lineup during the past few da with requests for rights still being r ceived, he added.

More than 100 TNT mobile a portable TV projectors, 25,000 mil of telephone lines and seating capaci of 500,000 are involved in the Se 23 telecast from the Yankee Stadiu

Previous network high for a close circuit TNT network telecast was f the Marciano-Moore fight when 1 theatres in 93 cities carried the bo according to Halpern. The telecast the Robinson-Basilio bout is the 15 championship fight of the 140 close circuit telecasts by TNT.

ALBANY, Sept. 9—The teleca of the Carmen Basilio-Sugar Ra Robinson middleweight champio ship fight from Yankee Stadiu Sept. 23, will have the largest pote tial capacity available for any close circuit TV presentation hereabou Fabian's 3670-seat Palace, Alban and the circuit's 2500-seat Proct Theatre in nearby Troy, will both in the hookup, for the first time.

BOSTON, Sept. 10—Three dow town theatres will show the Basili Robinson fight over closed circuit T on Sept. 23. Loew's State and Loew Orpheum are charging $3.50 p seat while ATC's Pilgrim Theatre asking $3.30. Since the Orpheu does not have regular theatre T equipment, it is having RCA po table equipment installed for th evening only. The other two hous have been so equipped for sever years, having shown other fight pic tures.

Writers to Demand Percentage of Pay-TV

From THE DAILY Bureau

HOLLYWOOD, Sept. 10 — D mands on major producers in th pay-television field to be made b the Writers Guild of America, Wes are rated the "most important item on the agenda" of membership meet ing called for Monday evening, Sep 30, according to a letter dispatche tonight to all Guild members. Th other principal item is approval o the live-television agreement wit networks recently finalized.

To Reopen Theatre

GRAND RAPIDS, O., Sept. 10. The Rapids Theatre, only theatre i this town of about 1,000 population which has been closed more than a year, is scheduled to be reopened the middle of September by a new lessee, Elmer F. Borske.

UA Fetes the New Mirisch Organization

SOME 200 industry leaders joined representatives of the press and TV-radio at a New York cocktail reception tendered by United Artists for the newly-formed Mirisch Company, which will produce at least 12 major features for UA release. Guests of honor were the principal executives of the multi-million-dollar film-making organization: Harold Mirisch, president; Walter Mirisch, vice-president in charge of production, and Marvin Mirisch, vice-president and general manager. Artists already under contract include producer-director Billy Wilder and stars Gary Cooper, Tony Curtis, Doris Day, Audrey Hepburn, Joel McCrea, Audie Murphy and Lana Turner.



UA welcomes the Mirisch brothers. Left to right: Arthur B. Krim, UA president; Walter Mirisch, production vice-president of the new company; Max E. Youngstein, UA vice-president; Harold Mirisch, president of the Mirisch organization; Marvin Mirisch, vice-president and general manager, and Robert S. Benjamin, UA board chairman.



vid Picker, UA sales-promotion liaison; Eugene Picker, vice-president Loew's Theatres, and Marvin Mirisch discuss the multi-million-dollar duction program.



Sam Rosen (right), vice-president of Stanley Warner, has congratulations for Harold Mirisch (left) and Arthur B. Krim.



liam J. Heineman (right), UA vice-president in charge of distribution, guide the sales of the Mirisch Company product.



Among the top-line stars already signed by Harold Mirisch and his brothers is Doris Day, who arrived with her husband, Martin Melcher.

Yes! You're seeing double!

TRADEVIEWS by W.R. WILKERSON

• COLUMBIA exhibited a surprise film package last Thursday night in a preview at the Egyptian Theatre and one that was enjoyed very much from beginning to end by the audience fortunate enough to be on hand. It was a COMEDY. A belly-laugh comedy, something unusual in this business. If there were any other studio production heads, individual producers, directors or writers sitting in at this preview and saw what a great time that audience had, they must now be at work digging up material to follow the Columbia lead.

The picture was "Operation Mad Ball," which brings to the screen that very funny fellow, Ernie Kovacs, whom we mentioned here months ago as a great bet for our picture entertainments IF he was given material in line with his exceptional talents. Columbia did, and the audience laughed and laughed, with each, we're quite certain, leaving the theatre happy with the good time they had, with the fun the picture produced, and the amusement a studio dared to produce in the face of most current pictures that send audiences home wondering why they ever went to the theatre

HOLLYWOOD REPORTER

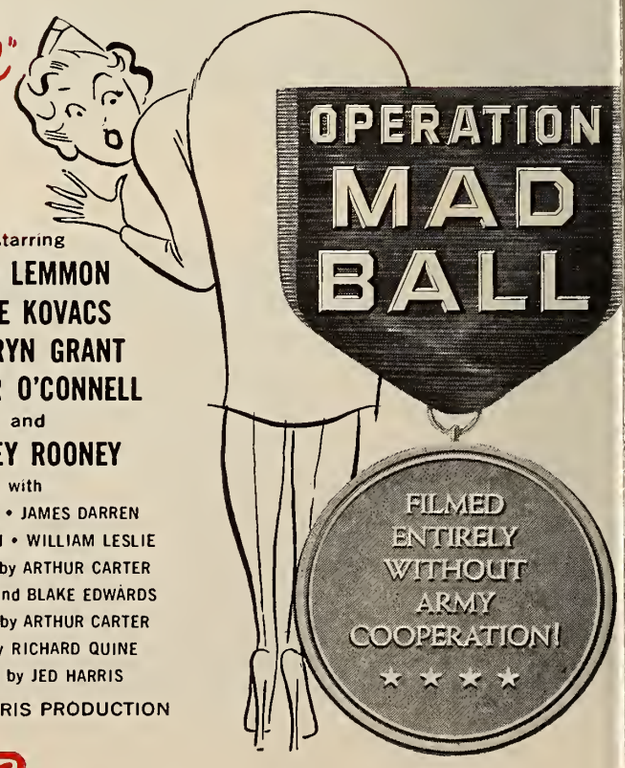
TRADEVIEWS by W.R. WILKERSON

• COLUMBIA exhibited a surprise film package last Thursday night in a preview at the Egyptian Theatre and one that was enjoyed very much from beginning to end by the audience fortunate enough to be on hand. It was a COMEDY. A belly-laugh comedy, something unusual in this business. If there were any other studio production heads, individual producers, directors or writers sitting in at this preview and saw what a great time that audience had, they must now be at work digging up material to follow the Columbia lead.

The picture was "Operation Mad Ball," which brings to the screen that very funny fellow, Ernie Kovacs, whom we mentioned here months ago as a great bet for our picture entertainments IF he was given material in l with his exceptional talents. Colu did, and the audience laughe laughed, with each, we're qu tain, leaving the theatre

This review is worth reading twice!

Keep your eyes on Columbia's "Operation Snowball"
...for launching "Operation Mad Ball"



starring
JACK LEMMON
ERNIE KOVACS
KATHRYN GRANT
ARTHUR O'CONNELL
and
MICKEY ROONEY
with
DICK YORK • JAMES DARREN
ROGER SMITH • WILLIAM LESLIE
Screen Play by ARTHUR CARTER
JED HARRIS and BLAKE EDWARDS
From a play by ARTHUR CARTER
Directed by RICHARD QUINE
Produced by JED HARRIS
A JED HARRIS PRODUCTION

ONE OF THE FABULOUS **5** FROM HIT HAPPY *Columbia!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 51 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 12, 1957 TEN CENTS

Back from Coast

Production, Stock Values Good: Loeb

Looks for Film Earnings To Rise in Near Future

A highly favorable outlook for motion picture production and market values of motion picture securities is held by Gerald M. Loeb, partner and amusements stock specialist in E. F. Hutton & Co.



Gerald M. Loeb

Loeb recently returned from one of his periodic visits to Hollywood, where he visited a number of major studios and exchanged views with production executives. Interviewed at his downtown office here yesterday, Loeb said he believes

(*Continued on page* 6)

MPEA Prepares for British Agreement Talks

The Motion Picture Export Association took up a discussion of the forthcoming talks with United Kingdom officials at Tuesday's board meeting. The British delegation will arrive in time for Sept. 24-25 deliberations concerning the new UK agreements. Representing the MPEA will be president Eric Johnston and MPEA vice-presidents Ralph Wetzell, Jr., and Griffith Johnson.

The board learned of two new taxes imposed by the Uruguayan govern-

(*Continued on page* 3)

Television Today

Page 7

20th-Fox to Release 16 in 3 Months; 'Farewell,' 'Peyton' for Christmas

(Picture on Page 3)

The largest number of pictures to be distributed by 20th Century-Fox in a three-month period, 16 major attractions, will be released during the fourth quarter of 1957, it was announced yesterday by general sales manager Alex Harrison at the opening sessions of a two-day home office meeting of division and district managers.

Part of the company's record schedule of 55 attractions this year, the 16 picture line-up is designed to meet the needs of exhibitors with a variety of top productions offered for such key playing times as Columbus Day, Thanksgiving, Veteran's

(*Continued on page* 3)

Notify NBC on Academy Telecast

A letter from George Seaton, president of the Motion Picture Academy of Arts and Sciences, announcing the fact that the Academy will exercise its option to sponsor the annual telecast of Academy Awards presentations, has been received by the National Broadcasting Company, it was learned late yesterday. Earlier this week the board of directors of the MPAA agreed "in principle" to go along with the Academy and other participating industry members after Seaton outlined a plan for industry financing. Under provisions of the plan all those

(*Continued on page* 6)

Warner Tells Plans For Filming Abroad

Special to THE DAILY

LONDON, Sept. 11.—Jack L. Warner, president of Warner Bros., told 150 leaders of the British government, motion picture and television industries honoring him at a luncheon in Claridges Hotel here today that his company is prepared to film motion pictures "at every crossroads and corner of the world." Warners produces

(*Continued on page* 7)

Name Sands New York Branch Manager for WB

Ernest Sands, Warner Bros. midwest district manager, has been named New York branch manager, it was announced yesterday by Roy Haines, the company's general sales manager. Sands replaces Ben Abner, resigned.



Ernest Sands

Since he joined Warners in 1947, Sands has held various positions at the company's offices in St. Louis, Des Moines, Jacksonville, Pittsburgh, Cleveland, New York and Chicago. His new appointment was effective last Monday.

Single Exhibitor Organization Urged By Plumlee at Missouri TOA Meet

Special to THE DAILY

ST. LOUIS, Sept. 11—Frank L. Plumlee, member of the board of directors of the Missouri-Illinois Theatre Owners, came out strongly for a merger of National Allied and Theatre Owners of America in his keynote speech at the convention here Monday.

"We just don't need two exhibitor organizations," he declared. "To me, two exhibitor organizations has seemed ridiculous. It's true that we are both working for the same ultimate results, so what! Collectively, I think we could have gained more industry harmony and greater accomplishments. And don't you think for one second that the film folks have not secretly and sometimes openly laughed at us for it! There are many great minds in exhibition that can work this out, I am confident."

Plumlee called upon the convention to take a stand in favor of the merger, but this was not done. Plumlee is a drive-in operator. The tone of his speech was optimistic throughout, but

(*Continued on page* 6)

May Be Academic

See Appeal No Bar to Loew Meet

Adjournment Today to be Curtain Raiser for Oct. 15

By JAMES M. JERAULD

If Chancellor Collins J. Seitz of Delaware should decide the complicated issues now before him within the next two or three weeks in connection with the Joseph R. Vogel-Joseph Tomlinson contest for control of Loew's, Inc., the appeal taken to the Delaware Supreme Court Monday might become academic.

This appeal is confined to the

(*Continued on page* 6)

Pope Issues Letter On Films, Radio, TV

VATICAN CITY, Sept. 11 (Special).—In an encyclical letter to bishops of the Roman Catholic Church dated Sept. 8 and made public today, Pope Pius XII warned of the "grave dangers which beset Christian faith and morals if the powerful inventions of motion pictures, radio and television

(*Continued on page* 3)

Cathay To Spend $10,000,000 On Theatre Expansion

Special to THE DAILY

SINGAPORE, Sept. 5 (By Air Mail) —The Cathay Organisation, circuit with over 50 theatres in the Far East, has announced plans to spend $10,000,000 in a theatre expansion program. The circuit states that the scheme "sets a new record in building activities by an non-government concern in Singapore and Malaya and perhaps throughout the Far East."

Under the program the circuit has already completed and opened four theatres. Seven others are under construction, three of which are expected to open this year and four next. A dozen others are in the advanced planning stage.

PERSONAL MENTION

R. E. WARN, vice-president of the Westrex Corp., is in Hollywood from New York.

•

SAM SPIEGEL will leave New York today for London.

•

GORDON CRADDOCK, assistant to the general sales manager for Rank Film Distributors of America, returned to New York yesterday from Detroit, Cleveland, Cincinnati and Indianapolis.

•

JOSEPH BELLFORT, RKO Radio general European manager, left New York for Paris yesterday.

•

DOUGLAS FAIRBANKS, JR., will leave New York for London today via B.O.A.C.

•

JAY SOLOMAN and CHARLES LEBOVITZ of the Independent Theatres circuit, have returned to Atlanta from New York.

Nominate Montgomery For AMPA Presidency

Bob Montgomery has been nominated for president of the Association of Motion Picture Advertisers, it was announced by Gordon White, chairman of the nominating committee of AMPA. David A. Bader steps down from the presidency this fall.

The slate of officers for the year 1957-1958 also includes Merlin Lewis for vice-president, Marcia Sturn for secretary, and Hans Barnstyn for treasurer. Nominees for the board of directors are David Bader, Martin Davis, Ray Gallagher, Paula Gould and Blanche Livingston. Charles Alicoate has been selected as nominee for trustee.

New $300,000 Theatre For Manchester, Conn.

HARTFORD, Sept. 11.—Adjacent Manchester, Conn., is to get a new $300,000, 1,200-seat conventional thetare, to be known as the Parkade Cine. The facility, of brick-and-glass, is being built this winter by Bernie Menschell of the Manchester Drive-In Theatre Corporation and Green Manor Estates, Inc., a Manchester real estate firm.

The theatre, to be built on the east side of the Manchester Shopping Parkade, will feature the latest projection equipment—including Todd-AO.

Rank, London Paper Join in Poll on Means To Win Audiences Back to Theatres

From THE DAILY Bureau

LONDON, Sept. 11—A nation-wide audience research competition has been launched by the Rank Organisation, in co-operation with the "Daily Express," to determine what are the most important factors in getting audiences back to the cinema. The competition will be published for twelve days in the "Express" with a prize of £2,500 ($7,000) and a 'Golden Pass' giving two people free Rank theatre seats for life. Readers will be asked to imagine themselves manager of their local Odeon or Gaumont theatre and to place in order of merit what they believe to be the most important factors to get people into the cinema.

The following ten factors have to be placed in order of merit: comfortable, clear-view seating; advance booking for separate performance; first-class projection and sound reproduction; good and friendly service; more British films; single feature, with news and short; more newsreel items; well-advertised showing times; big-screen presentation; no smoking.

Three on Tour for 'Raintree County'

Johnny Green, head of M-G-M studios music department, who wrote the soore for "Raintree County" and the music for "Song of the Raintree," and another with Paul Francis Webster, will be in Detroit on Oct. 4 for an appearance on Radio Station WXYZ. From Detroit, Green will go to Chicago for a TV appearance on Howard Miller's Club 60 on the local NBC outlet.

Meanwhile, George Murphy is in Boston today and will meet Emery Austin, M-G-M's exploitation head, in connection wtih the tour Murphy is making on behalf of "Raintree County." Murphy will continue his visits to Chicago, where he will be next Monday and Tuesday, and then on to Washington Thursday and Friday.

Myrna Hansen, who appears in the Camera 65 production in Metrocolor, will be in Louisville Sept. 23 and 24 for newspaper, TV and radio interviews in advance of the world premiere Oct. 2.

Mexican Groups Plan 'Experiment' Films

Special to THE DAILY

MEXICO CITY, Sept. 11—The Producers Association and the technicians local of the Picture Production Workers Union (STPC) have made a deal which allows the laboratories to produce "experimentally" for the purpose of finding new values in writers, directors, players and others connected with picture making. All concerned with such films will be fledgings. The films will be exhibited in regular commercial theatres, and audience response will be the test of the productions and all connected with them.

This arrangement is an aftermath of the recently-made peace pact between STPC and the producers, which featured a goodly pay hike.

Newspapers Lead Canadian Advertising

Special to THE DAILY

TORONTO, Sept. 11—Both the two large theatre circuits in Canada receive their best results from the newspapers, spending 90 per cent of their advertising money in that medium. Radio and TV are also found good stimulants, however, for plugging pictures, "especially those with music."

But people are in the habit of looking at their newspapers, avers Ron Leonard, advertising-publicity chief of Odeon Theatres, Ltd.

"They don't go to their radios to obtain information on what is playing at their local theatres," he said. Radio has an emotional appeal which provides "trick gimmicks," and has one advantage in that it assists in promotional tieups. Radio is a regional problem, also, for instance, being very useful in the Maritimes.

With both Odeon and Famous Players, billboards are the exception rather than the rule.

Advertising Committee Sets Dinner Meeting

The advertising agency presentation review committee for the industry's business building program headed by Paul Lazarus, will hold a dinner at the Columbia Club on Wednesday, Sept. 18, at 6:00 P.M. The group will examine all business-building suggestions submitted by six advertising agencies.

The six agencies, all servicing accounts for member companies of the MPAA, have been asked to submit ideas for industry institutional campaigns and public relations programs. Advertising agencies participating include Buchanan & Co., Blaine Thompson Co., Cunningham and Walsh, Inc., Donahue & Coe, Inc., Monroe Greenthal Co., Inc., and Charles Schlaifer & Co., Inc.

SW Slates Managers' Drive in Chicago

Special to THE DAILY

CHICAGO, Sept. 11—A competiti drive in which managers of Stanl Warner Theatres in this area w participate during the months of Se tember, October and November h been announced by Alex Halperi manager of the midwest zone. T project is called "Showmen's Sel-Thon."

Managers of the Warner theatr in the areas embracing Chicago, Wi consin, Oklahoma and Memphis w participate. In addition to buildi pride by reaching a peak goal, ma agers have the incentive of substa tial prizes and vacations. Confecti Cabinet Company, who have the co cession interest in the Warn theatres, have approached the dri idea with a lively interest. Accor ing to Lester Grand of Confecti Cabinet, concession sales will figu in the final drive results.

Pizor Circuit Acquires Three More Houses

Special to THE DAILY

PHILADELPHIA, Sept. 11.—Tl Holiday, Cedar and Tioga, local neigh borhood houses operated by the r cently-formed Variety Theatre Com pany, have been taken over by th Lewen Pizor Theatres, independe chain here. With the acquisition of th three houses, Mr. Pizor also an nounced that Dave Rubin, vetera showman last associated with the op eration of the Carman here, has re turned to the Pizor organization t serve as general manager of the thre houses relinquished by the Variet Theatre Company. Rubin was assoc ated with the Pizor organizatio originally many years ago.

12 Cities Collect $18,869,000 in Taxes

From THE DAILY Bureau

WASHINGTON, Sept. 11—Twelv of the nation's 41 largest cities levie special amusement taxes last yea and collected $18,869,000 from thi source, the Census Bureau reported The same 12 cities collected $17,444, 000 in 1955. Big jump was in Nev York City, which boosted its tak from $9,921,000 to $11,552,000. Th Bureau did not indicate exactly wha amusements were covered by th taxes.

In addition to New York, the citie with special amusement taxes wer Chicago, Philadelphia, Cleveland, St Louis, Washington, Pittsburgh, Nev Orleans, Cincinnati, Seattle, Colum bus, and San Diego.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eacl published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

PEOPLE

Seymour R. Mayer has been appointed M-G-M regional director of atin America as well as its regional irector of the Near and Far East, lorton A. Spring, vice-president of loew's International, has announced. Spring further said that in addion to Charles Pati, his assistant, he id appointed Ronald Carroll also to t as his assistant with reference sales and related matters.

□

Louis J. Aurelio has been appointed vision manager of NTA Pictures r the Chicago, Milwaukee, Minapolis and Detroit territories. A eteran of over 25 years in the inistry, he was formerly associated ith Paramount Pictures in Chicago id Milwaukee.

□

Elmer F. Lux, past chief barker of ent 7, Variety Club of Buffalo, is pected formally to announce his dependent candidacy for mayor of at city in the Nov. 8 election. Lux a former president of the Common ouncil and previously was long entified with the film industry, both exhibition and distribution.

□

Allen Rainwater has been appointed office manager of Columbia cture's Atlanta exchange. He was rmerly with Universal Pictures and places Jim Hart, who resigned to with Buena Vista.

iles Trust Suit on Commandment' Run

Special to THE DAILY

CLEVELAND, Sept. 11.—An antiust suit was filed Tuesday in United ates District Court for Northern io by the Robins Amusement Comny of Warren, Ohio, charging Paraount Pictures Corp., Paramount Film istributing Corp. and the State Theaa Company with conspiracy by enring into a contract with the State heatre of Youngstown, Ohio, for an definite first run engagement of "Ten ommandments" with a 20 mile exusive guarantee. The complaint sets th that this is contrary to the reusing pattern of the past 30 years, hich granted Youngstown and Warn simultaneous first runs from Paraount and other major distributors. ie plaintiff asks $22,735 treble dames for estimated actual loss and also loss of prestige, court costs, and orney fees.

eteran Projectionist

BUFFALO, Sept. 11—Jacob Schreir, 67, who started as projectionist in e old Shea's Hippodrome (now the nter) on October 25, 1915, is dead. hreiber, who was born here in 1890 d served as a projectionist in the ne theatre through all its various imes and all the technical advances m the silent days up to the present.

20th-Fox to Release 16 Films



20TH CENTURY-FOX has 16 pictures set for release in the fourth quarter of this year, and Alex Harrison (right) outlined plans for the schedule at the opening of a two-day sales meeting of division and district managers yesterday. Vice-president Charles Einfeld is at left.

(*Continued from page* 1)

Day and Christmas, Harrison stated.

In gearing the company's distribution plans to the peak holiday seasons, Harrison declared that both David O. Selznick's "A Farewell To Arms" and Jerry Wald's "Peyton Place" will be made available for special pre-release engagements at Christmas. The sales executive referred to "Arms" and "Peyton Place" as two of the most important presold attractions ever turned out by Hollywood, having the same boxoffice potential as "The Robe."

The attractions will be released as follows:

October: "No Down Payment," produced by Jerry Wald, directed by Martin Ritt, starring Jeffrey Hunter, Joanne Woodward, Tony Randall, Cameron Mitchell, Sheree North, Barbara Rush, Pat Hingle and Patricia Owens; "The Three Faces of Eve," written, produced and directed by Nunnally Johnson, starring Joanne Woodward, David Wayne and Lee J. Cobb.

November: "Stopover Tokyo," based on John P. Marquand's best-seller, starring Robert Wagner, Joan Collins and Edmond O'Brien; "April Love," a romantic drama with music, starring Pat Boone and Shirley Jones.

December: "Kiss Them For Me," produced by Jerry Wald and directed by Stanley Donen, starring Cary Grant, Jayne Mansfield and Suzy Parker; "Fraulein," a drama of postwar Germany, starring Mel Ferrer and Dana Wynter; and for pre-release engagements at Christmas, David O. Selznick's "A Farewell To Arms," directed by Charles Vidor, starring Rock Hudson, Jennifer Jones and Vittorio de Sica; and Jerry Wald's "Peyton Place," directed by Mark Robson, starring Lana Turner, Hope Lange, Lee Philips, Lloyd Nolan, Arthur Kennedy, Russ Tamblyn, Diane Varsi and Terry Moore.

Harrison added that eight showmanship pictures will augment these eight CinemaScope attractions. Two special programs of combination releases are scheduled to meet the requirements of all exhibitor situations. The two packaged programs include "The Abominable Snowman" and "Ghost Divers," an adventure combination, and "Young and Dangerous" and "Rockabilly Baby," geared for the teen-age market. Other showmanship films include "Under Fire," a World War II adventure drama, "Ride A Violent Mile," starring John Agar and Penny Edwards, "Plunder Road," starring Wayne Morris and Gene Raymond, and "Escape From Red Rock," a western drama.

Assisting Harrison at the meeting were division managers Glen Norris, Martin Moskowitz, and Harry Ballance.

Pope's Letter

(*Continued from page* 1)

are perverted by men to evil uses."

The Pontiff called upon the bishops to organize offices similar to the Legion of Decency to coordinate church activity in the fields of radio and television. The 6,000-word encyclical, the first to deal with radio and TV, consisted of a preamble and three parts, the other devoted to motion pictures.

The Pontiff urged public authorities not to support in any way productions which were morally low and asked them to make a greater effort in favor of films destined for youth. He warned film critics, film distributors, actors, producers, directors and theatre owners that "films are not a simple merchandise but an intellectual nourishment and a school of moral and spiritual formation of the people."

The Pope warned that, unless controlled by moral and religious law, these three media of sound and vision could become "sources of countless evil." The Pontiff called upon both industry and the state to cooperate with the church to help "these new arts make their proper and natural contribution to the right fashioning of morals."

Theatres Far Ahead in Mexican Entertainments

Special to THE DAILY

MEXICO CITY, Sept. 11—Theatres again were far ahead in business during the first half of this year, with a total gross of $7,600,000 of the $9,600,000 it is officially estimated the local public spent to be entertained.

The estimators said that expenditure is "very good," considering that there is an economic depression. Playhouses grossed $1,120,000; sports, $640,000, and bullfighting, only $120,000.

Paramount Ends Series Of Sales Meetings

Special to THE DAILY

CHICAGO, Sept. 11.—Paramount home office and western, southwestern and central division executives will conclude a two-day "Golden 8" sales-and-promotion conference at the Drake Hotel here tomorrow. The "Golden 8" is the group of major productions the company will release September through November, namely, "Short Cut to Hell," "Stowaway Girl," "Mister Rock and Roll," "The Joker Is Wild," "The Devil's Hairpin," "Hear Me Good," "The Tin Star" and "Zero Hour."

Sidney Deneau, Western sales manager, has been conducting the Chicago meetings, which received reports and recommendations from George Weltner, president of Paramount Film Distributing Corporation, and Jerry Pickman, advertising-publicity vice-president.

MPEA Prepares

(*Continued from page* 1)

ment that affect industry matters. The first is a tax on earnings reportedly designed to support domestic newsreels. The second amounts to 20 per cent and will be imposed on remittances. The MPEA board has turned the matter over to Robert J. Corkery for investigation.

Indonesian import licenses have been reduced from 240 to 200 this year. In order to keep business running smoothly, the member companies of MPEA have agreed to request one-half of the total number of licenses they were issued last year, the balance to be distributed later. Thus 120 licenses will be distributed among the companies now and 80 import licenses will be allocated in the future.

The foreign group also heard a status report on the Philippine tax situation. No significantly new developments have been reported.

Mrs. Sig Goldberg Dies

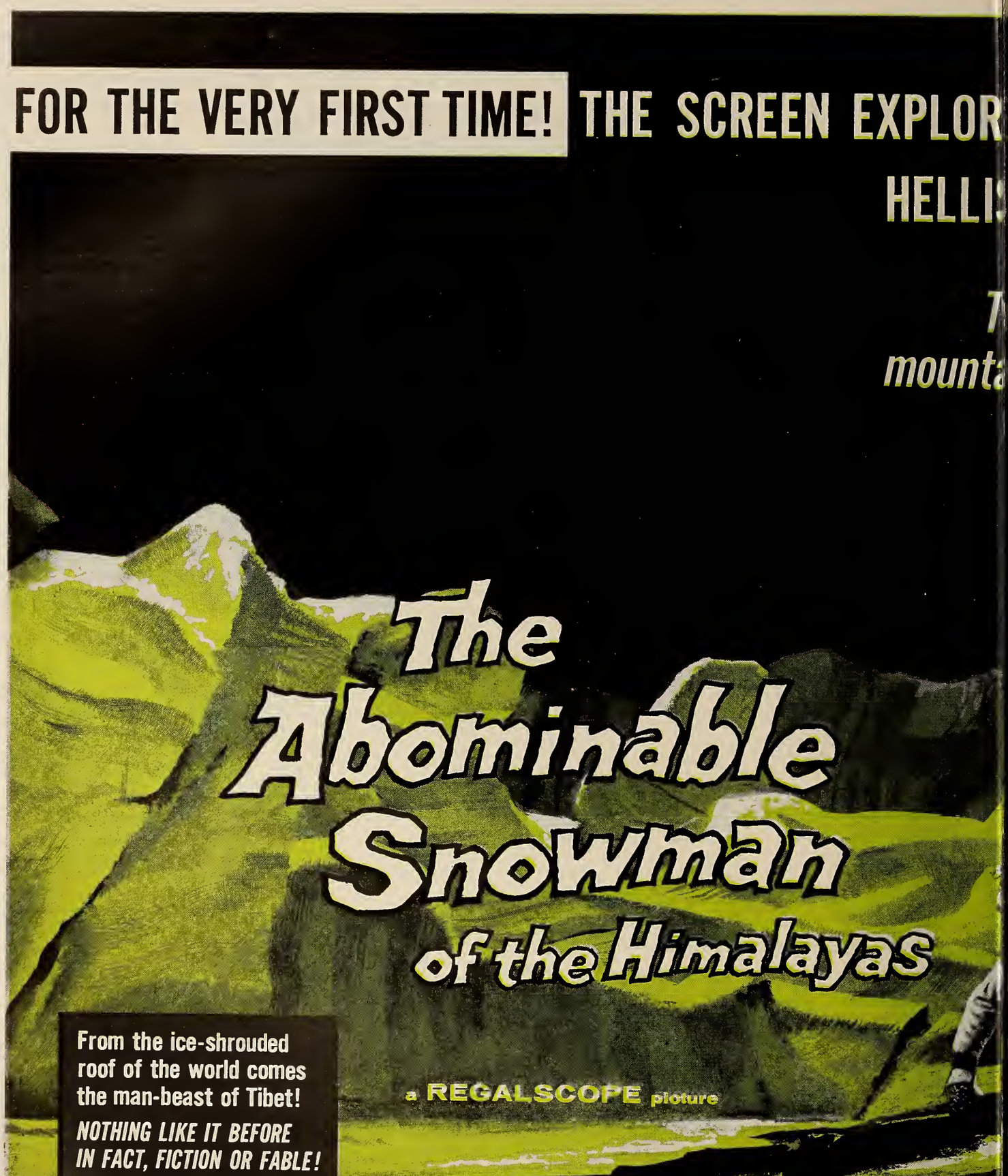
Rita Goldberg, wife of Sig Goldberg, a director of National Allied and board member of Allied Independent Theatre Owners of Wisconsin, died suddenly on Sept. 7. The funeral was held on Monday. Mrs. Goldberg was active in many of the functions carried out by Allied of Wisconsin.

FOR THE VERY FIRST TIME! THE SCREEN EXPLOR

HELLI

T

mounta



starring FORREST TUCKER · PETER CUSHING

Produced by Aubrey Baring · Directed by Val Guest · Screenplay by Nigel Kneale · Released by Twentieth Century-Fox



MR. EXHIBITOR:
AN YOUR AUDIENCE TAKE IT? 20th HAS IT!

Ice-cold horror for red-blooded fans!

Production, Stock Values

(*Continued from page* 1)

the production companies are in a very good position but that the status of theatre companies remains unchanged.

"The more I look into film stocks, the more I am impressed by their very sound values," Loeb said. "I think the investing public is very shortsighted in not fully recognizing them. I am not very bullish on the market as a whole, but film stocks is one group I really think offers sound values. Most of them are selling at eight or nine times earnings, and that is very, very modest."

Loeb said he looks for motion picture earnings, the regard of the public for film securities, and the values of motion picture stock all to go up in the near future.

"They offer more value than many other issues," he remarked.

In production's favor at this time, Loeb said, are the continuing strong residual values in product; the fact that in the next year or so, "what happens with respect to pay TV is likely to be more than has happened in the last six or seven years," all to the benefit of film companies, as well as the tendency of the companies to go into television more and more on their own.

As for theatres, Loeb said he is confident the well-equipped, well-run houses will survive and do good business. "People want to go to theatres," he said, "but they want technically faultless projection in comfortable, pleasant surroundings. People who dismiss motion pictures as an invalid industry, already supplanted by TV, just aren't using their heads."

"The theatres still provide the major part of film company income," he observed. "Well equipped, well run theatres and the new ones in growth areas will do good business."

Single Exhibitor

(*Continued from page* 1)

he told the gathering that due to many weekends of bad weather there had been a decline in drive-in revenue in the Missouri territory.

He said he hoped the convention would bring forth some new and constructive ideas on drive-in operations, particularly on policy, openings and closings, admission prices, vandalism, and concessions. He said he was "firmly against" the "buck-a-carload" policy on admissions practiced by some exhibitors in the territory.

Plumlee called for a readjustment of sales policies and said that there was no fairer way of selling or buying films than an "intelligent sliding scale, with a willingness of both parties to cooperate on proper playing time and an occasional allowance for a co-op advertising campaign. The time has come for us to overcome our problems the easiest, simplest, quickest and most economical way, and this can be accomplished through cooperation.

REVIEWS:

Woman in a Dressing Gown

Warner Bros.

HOLLYWOOD, Sept. 11

YVONNE MITCHELL, Sylvia Syms and Anthony Quayle, whose names are likely to be more profitably displayed on American marquees after this picture has played around than they are now, portray with skill and with convincing clarity the three principals in a domestic-triangle story involving plain people who meet their romantic problems squarely and solve them without melodramatics. The setting is England, although it could be any other place, and the time is today or a short while ago. The story by Ted Willis, who also wrote the screenplay, concerns the philandering of a small-salaried office worker with a young fellow-employee and the impact of this upon his wife and son. It is forthrightly handled, explicit without being sensationalized, and makes its proper point firmly.

Production is by Frank Goodwin and J. Lee Thompson, with the latter also doing the directing, and the principal settings—the home of the middle-class family, the office where the husband works, the apartment of the girl in the case, and the interior of some stores and a pub—are uniformly plain.

Miss Mitchell, as the wife, an untidy housekeeper and an habitual wearer of the garb that gives the picture its name, is the standout among the players, with Quayle, the husband, and Miss Syms, running close up to her high standard of performance. Andrew Ray is excellent as the child of the marriage that the story puts to test.

At the opening of the picture, on a Sunday morning, Quayle is seen leaving his home on pretext of doing extra work in the office, and moves to the girl's apartment, where he spends the day, promising, on leaving, to tell his wife that he wants a divorce. Most of the middle part of the picture shows his attempts to bring himself to ask for the divorce, and the remainder shows what happens to each of the principals, after he does so, and what each of them does about the situation. Plausibility is maintained throughout the emotional scenes that lead up to a conclusion in which the family remains intact.

Running time, 90 minutes. Adult classification. Release, not set.

WILLIAM R. WEAVER

Satchmo the Great

Murrow-Friendly—United Artists

"SATCHMO THE GREAT" is a 63-minute documentary film which pays affectionate tribute to the career of Louis Armstrong, the world-famous "King of Jazz." A majority of the footage is devoted to the famous global tours Armstrong made with his band to such cities as Zurich, Geneva, Paris, and London, among others. The picture was produced by Edward Murrow in association with Fred W. Friendly with Murrow also delivering the narration. Fans of "Satchmo" and jazz, whose numbers are legion, are certain to find this film a pleasurable event.

The reception accorded to Armstrong and his band abroad was the same wherever they went, and the camera has recorded the ecstatic reactions of the huge crowds which jammed the concert halls on every occasion. These scenes fully support the theory that "Satchmo" was an outstanding "ambassador of good will" for the U. S. on his travels.

The highlight of his journeys, as shown here, is Armstrong's appearance on the Gold Coast of Africa, land of his grandparents. There is genuine amusement in these scenes as the Africans dance to jazz music while in native garb, and there is real pathos, too, as Armstrong visits a school and tells a class of young boys of his struggles to reach the top in his profession.

The climax of the picture shows "Satchmo's" return to New York City and his triumphant concert at Lewisohn Stadium supported by the Philharmonic Symphony Orchestra. In this scene Armstrong plays "The St. Louis Blues" with Leonard Bernstein conducting and W. C. Handy, blind composer of the classic piece, smiling approvingly in the audience.

Other songs given the famous Armstrong treatment throughout the film include "The Saints Go Marchin' In," "Memphis Blues," "C'est Si Bon," "Mack the Knife," "Bucket's Got a Hole in It," and "Basin Street Blues."

Running time, 63 minutes. General classification. Release, in September.

R. G.

Appeal Seen No Loew Ba

(*Continued from page* 1)

validity of the election at the "rum directors' meeting called by Tomli son July 30 of Louis B. Mayer a Samuel Briskin as directors.

If the stockholders should me October 15, the date set up by Cha cellor Seitz, it might elect a ne board and enlarge it to 19. A fi slate has already been presented the stockholders in proxy statemen

20 Days to Answer

As the case stands at prese Louis Nizer, special counsel f Loew's, Inc., has 20 days from t date of the filing of the appeal which to make an answer.

If the Delaware Supreme Cou should decide to put the case on t calendar and decline to give t appeal priority it might not come u for a hearing before the stockholde meeting.

At the end of the two hearin held before him Chancellor Sei said that he would hand down dec sions "as soon as possible." After t first hearing he rendered a decisio at the beginning of the followi week. Then Tomlinson's legal sta raised a series of questions about t precedents that would be set. T Chancellor agreed to take these u der advisement and ordered a pos ponement of the stockholders' mee ing from today to October 15, b permitted the September 12 call t stand. He stipulated that the onl business that could be transacte would be a motion for adjournmen This will make it possible to use th proxies already signed at the pos poned meeting.

Meet at 10:00 Today

The meeting is scheduled for 1 o'clock this morning in Loew's Stat Theatre which seats 3,450. Presider Vogel returned from the coast ye terday and will preside. Under th terms of the court's postponemer order the only business that can com before the meeting will be a motio for adjournment. This will be pr sented by Irving L. Greenfield, sec retary of the company.

Nobody was willing to guess ye terday how many stockholders woul appear. The complicated cou maneuvers have stirred great excite ment among the 26,000 stockholder and some of them may not be certai whether the postponement order i still in effect.

NBC Notified

(*Continued from page* 1)

who participate in film profits wi contribute one-quarter of one pe cent of their share to a fund to pa the telecast and broadcast costs. U until this year, the Academy award were sponsored by the Oldsmobil division of General Motors.

Exploitation Turns to Art



M. P. Daily picture

NTRODUCING "The Golden Virgin." Columbia promotion chiefs Paul azarus, left, and Bob Ferguson pose with sculptor Sepi Dobronyi, center, and s creation, a 20-inch high nude girl of gold. They told newsmen to whom ey tendered luncheon yesterday at the home office, that Dobronyi exhibited s statuette at the Reeves Lowenthal Galleries, and strangely enough called "The Golden Virgin." Columbia is just about to open a picture of that ume; the news created a stir; and it went to Dobronyi cash in hand. Next eek, as the picture opens at the Woods Theatre, Chicago, he will be there d so will his golden girl, and furthermore she will be in advertising and ou will see more of her more closely. Mr. Dobronyi has mini-sculpted Ava ardner, Anita Ekberg, and Jayne Mansfield.—F.E.S.

Warner Tells Film Plans

(*Continued from page* 1)

international exhibition, he de- ired, and the company always is eking properties with "exciting back- ounds which have a great appeal not ly for audiences in America but in countries, including those in which ey were filmed."

Warner revealed a number of new arner Bros.' productions that will be ned outside the United States, in- ding "The Sundowners" in Aus- lia; "The Nun's Story" in Italy, lgium and the Belgian Congo, and auntie Mame," which is scheduled partial overseas production next ar.

The film company president ex- ined that one of the reasons for his it to London was to conclude ar- ngements for the production in gland of "Kind Sir." Warner also d his company "is prepared to sell pictures everywhere, including stern Europe and Asia and, in fact, are now negotiating for a deal in stern European countries. This does t mean, of course, that these coun- es are ready to buy our pictures. t we hope they do."

At a preceding press conference in aridge's Hotel, Warner announced it arrangements are being completed th the Stanley Warner Company New York for Warner Bros. to distribute throughout the world, outside the United States and Canada, the four completed Cinerama pictures and a fifth now in production. Warner explained that many additional theatres in England and other countries will be equipped to present the Cinerama process.

In the television field, Warner said his company has launched a $16,000,000 television program for the coming year.

Accompanying Warner at both the press conference and the luncheon was Robert S. Taplinger, vice-president of Warner Bros. and director of advertising and public relations.

Warner Sales Meet

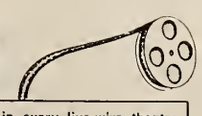
Special to THE DAILY

TORONTO, Sept. 11.—Fifth and final in the recent series of Warner Bros. district and branch sales conferences will take place at the Royal York Hotel here with the opening tomorrow of a two-day convention of the company's Canadian branch managers, with Haskell M. Masters, Warners' Canadian district manager, presiding.

West, English Exhib.

LIVERPOOL, Eng., Sept. 8. (By Air Mail).—Gordon Dudley West, a leading cinema exhibitor, died here suddenly, aged 74. He had been secretary of the north-west England branch of the British Cinematograph Exhibitors' Association for almost 40 years, and had attended some 40 CEA conferences. He began his connection with the cinema trade in 1910, and was a director of the Palais de Luxe, Liverpool, as well as secretary for a number of cinema companies.

SPECIAL TRAILERS



Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .

ICAGO 27 So. bash

NEW YORK 630 Ninth Avenue

FILMACK

Television Today

CBS Ready to Launch Seven Winter Shows

Patti Page stars on the new CBS-TV show "The Big Record" debuting on Wednesday, Sept. 18 (8:00-9:00 P.M., EDT). The show will be presented in compatible color and will feature top names in the recording business. Sponsors are the Kellogg Co. and Pillsbury Mills, Inc.

On Sunday, Oct. 6 (9:30-10:00 P.M., EDT) the network will launch the new "Alfred Hitchcock Presents" series with a story titled "The Glass Eye." Bristol-Myers will sponsor through Young and Rubicam, Inc.

Merle Oberon will bow in the filmed series "Assignment Foreign Legion" on Saturday, Sept. 21 (10:30-11:00 P. M., EDT). Sponsorship has not been announced.

On alternate Sundays beginning Sept. 15 (7:30-8:00 P.M., EDT) CBS will present "Bachelor Father," a situation comedy starring John Forsythe. The American Tobacco Co. will sponsor through BBDO.

"Leave It to Beaver," a domestic comedy featuring Barbara Billingsley, Hugh Beaumont, Jerry Mathers and Tony Dow, will debut over the network Friday, Oct. 4 (7:30-8:00 P.M., EDT). Remington Rand sponsors through Compton Advertising, Inc.

"Have Gun, Will Travel," new adult western drama series starring Richard Boone, starts Sept. 14 (9:30-10:00 P.M., EDT). Alternate sponsors are Lever Brothers and Whitehall Pharmacal Company.

Raymond Burr will portray Perry Mason on the "Perry Mason" series bowing Saturday, Sept. 21 (7:30-8:30 P.M., EDT). Sponsoring alternately will be Purex and Libby-Owens-Ford.

200 on Hand for NBC Affiliate Meetings

More than 200 radio and television executives from NBC affiliated stations attended opening sessions of a three-day meeting here yesterday between network and affiliate executives.

On hand to welcome the delegates of the affiliated stations at the Waldorf-Astoria Hotel were Robert W. Sarnoff, president of NBC; Robert E. Kintner, executive vice-president; Harry Bannister, vice-president in charge of station relations, and Thomas C. Knode, vice-president of station relations.

During the first session television affiliates also attended an optical workshop. Radio executives met in the evening.

Sarnoff and Matthew J. Culligan, vice-president of NBC Radio, are slated to speak before the radio affiliates in a closed session today. Following the talks, election of new officers to the radio affiliates executive committee will take place.

Dem Bums are Now Rockefeller's

Nelson A. Rockefeller, president of Rockefeller Center, Inc., proprietor of the Radio City Music Hall, yesterday let it be known that he would help with influence and money to keep the Brooklyn Dodgers in New York. Mayor Leslie Poulsen of Los Angeles at once practically gave up the fight to get the Dodgers to go there. He said he couldn't fight the Rockefellers. Rockefeller let it be known he was not interested in deals for television rights, pay, cable or otherwise. He just likes the Dodgers. A few hours later the United States Information Agency announced that it would award its Distinguished Service Medal to Rockefeller "for his pioneering and continuing efforts to foster international understanding." No connection.

There is no truth to the rumor that the Dodgers will play on the roof of the Music Hall, or in the excavation for the new Time and Life Building.

James A. Mulvey, president of Samuel Goldwyn Productions, is a director of the Dodger club. Also no connection.

For "Clock-time"

"Do You Trust Your Wife," the live audience-participation weekday program starting on ABC-TV Sept. 30, will be the newest addition to the network's "Clock time" operation. "Clock time" programming brings shows to all time zones across the country at the same hour. It offers advantages to advertisers and to the network. Other programs either operating on "Clock time" currently or slated to be on the schedule include "The Mickey Mouse Club," "Superman," "Sir Lancelot," "Wild Bill Hickok," "Woody Woodpecker" and "The Buccaneers."

BOAC



The Monarch

Only De luxe Service Every Night, Overnight New York to London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or BOAC, 530 Fifth Avenue, New York 36, N. Y. MUrray Hill 7-8900.



Because beauty is skin-deep...

Skin tones must be precise—from original negative through final release prints. This means care in the selection of film, care with processing, rigid controls—keyed to each specific problem. In this area, as in all phases of production, distribution and exhibition—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry. Offices at strategic centers.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Los Angeles 38, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 82, NO. 52 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 13, 1957 TEN CENTS

Up 11 Percent

UA Half-Year Net Earnings $1,196,000

World-wide Film Income $32,498,000 for Period

Robert S. Benjamin, chairman of e board, yesterday reported that nited Artists Corporation net earn-gs for the first 26 weeks of 1957 se to $1,196,000, after provisions r taxes and year-end adjustments. ie figure for the comparable period 1956 was $989,000.

The gross world-wide film income r the first six months of this year is $32,498,000, as compared with 7,342,000 for the first half of 1956. otal gross revenue for 1956 was 4,771,784 and the net for that year is $3,106,000.

The company recently declared a arterly dividend of 35 cents on the mmon stock, payable Sept. 27.

rice Index Shows ise in Admissions

From THE DAILY Bureau

WASHINGTON, Sept. 12.—Motion cture admission prices continued to e in the second quarter of this year, cording to the Bureau of Labor sta-tics' consumer price index.

The combined index during the arter was 129.8, the adult index 1.4 and the children's index 119.0. is compares with a first quarter lex of 129.0 for children and adults nbined, 131.1 for adults and 116.5 children.

This means that by the end of June

(*Continued on page 4*)

oodman Executive ssistant at NSS

Burton E. Robbins, vice-president charge of sales for National Screen rvice Corp., here announced the pointment of Monroe R. Goodman his executive assistant. Goodman s with Paramount Film Distribut-; Corp. for 25 years, when he left become a vice-president of Artists-oducers Associates, Inc.

Regal to Make Up to 30 For Fox In '58; Release Total Over 60

Between 25 and 30 showmanship pictures from Regal Films will be released by 20th Century-Fox during 1958, augmenting the 37 major CinemaScope attractions announced previously, Alex Harrison, general sales manager, said yesterday. The announcement was made at the second day sessions of the company's home office meeting of division and district managers.

"In providing for a minimum of 37 CinemaScope and 25-30 showmanship productions next year," Harrison said, "20th is mindful of the importance of the neighborhood and small-town theatres as well as the needs of key-city first-run houses."

"The neighborhood and small-

(*Continued on page 4*)

Italian Production Stabilized: De Simoni

By FLOYD E. STONE

Italian film makers have had a "purification," meaning many have dropped out of the industry, and those who remain are healthy financially and motion picture production in Italy now is stable, according to Franco De Simoni, Titanus Films general manager. He is at the Ambassador till next Tuesday, when he will go to Hollywood for several weeks.

There, he will continue discussing what he talked over with Maurice

(*Continued on page 4*)

Pay TV Facts Not Told Congressman Charges

From THE DAILY Bureau

WASHINGTON, Sept. 12 — Rep. Thomas J. Lane (D., Mass.) has told Congress that the public hasn't been informed about the pros and cons of subscription television.

In remarks published in the "Congressional Record," Lane asked, "How about non-secret Congressional hearings on this, brought to us over all channels?" He maintained that "the general public, which is supposed to have the deciding vote on

(*Continued on page 4*)

Prepare Tie-ins For Jubilee Fete

Philip Gerard, chairman of the sub-committee responsible for "tie-ins" of the New York Golden Jubilee Committee, has made arrangements for Golden Jubilee "tie-ins" with retail establishments, transportation facilities and public utilities.

At a luncheon-meeting held at Dinty Moore's restaurant here yesterday, members of the sub-committee decided to solicit door prizes for the Golden Jubilee luncheons, club women's breakfast and high school-college editors' press conferences.

A number of interesting promotional ideas contributed by the sub-committee are being canvassed and discussed

(*Continued on page 5*)

FCC Head Feels 'Hot Breath Of Regulation' for Wired TV

There will be a ruling by the Federal Communications Commission on subscription television within the next few weeks, predicted John C. Doerfer, chairman of the FCC, at the annual seasonal kickoff luncheon meeting of the Radio and Television Executives Society at the Roosevelt Hotel here yesterday.

Eventual government regulation of wired television also will develop, Doerfer declared.

The gathering was one of the largest in the history of the society—approximately 1,000—with 24 outstanding figures in the radio and television fields on the dais. Among them were all the members of the FCC—T. M. Craven, Robert Taylor Bartley, Richard Alfred Mack, and Frederick W. Ford, in addition to Doerfer.

The FCC is soon to tackle seven important problems, Doerfer stated.

(*Continued on page 6*)

Loew's Meeting

Stockholders Meet, Adjourn To Oct. 15

Proxies for 51 Percent Are Held by Vogel Group

By JAMES M. JERAULD

A special meeting of Loew's, Inc., stockholders was held at Loew's State Theatre yesterday. It started at 10:01 and ended at 10:03 A.M.

The fast adjournment—possibly a record for a corporation meeting—was due to a ruling by Chancellor Collins J. Seitz of Delaware that the only business that could come before the session was a motion to adjourn to October 15. This established the validity of the proxies for use at the postponed session.

Standing before a table in what

(*Continued on page 5*)

'Jet Pilot' to Open 400 Spots Sept. 20

Howard Hughes' "Jet Pilot," is scheduled to open in more than 400 key and sub-key situations starting Thursday, Sept. 19, in one of the greatest mass saturation openings from

(*Continued on page 4*)

D. C. Exhibitors Ask Place at Pay-TV Hearing

From THE DAILY Bureau

WASHINGTON, Sept. 12 — The Motion Picture Theatre Owners of Metropolitan D. C. have asked the district commissioners to permit them and other interested groups to appear at a hearing before the commissioners take any action on a re-

(*Continued on page 4*)

Television Today Page 6

PERSONAL MENTION

DARRYL F. ZANUCK is due in New York today from an around-the-world flight.

•

JEROME M. EVANS, Universal-International Eastern promotion manager, will leave here for Cincinnati Sunday.

•

ELISE GAIGE and GABRIEL KATZKA, partners in the new Katzka-Farrell-Gaige Productions Co., will go to the West Coast today.

•

C. S. PERKINS, general manager of Altec Service, has gone to the West Coast for a series of conferences at Los Angeles and San Francisco.

•

JACK L. WARNER, president of Warner Brothers, is due here Sunday from London via B.O.A.C. ROBERT TAPLINGER, Warner vice-president in charge of advertising and publicity, will come in Monday, also via B.O.A.C.

•

EMERY AUSTIN, head of M-G-M's exploitation department, will return here today from Boston.

Sperling in New York On Two Projects

Milton Sperling is one of the busiest men in New York these days. He is supervising the filming of "Marjorie Morningstar," the Herman Wouk story which is intended for Warner release, and he is taking part in the final preparations for the stage production of Jean Anouilh's comedy, "Time Remembered," which will star Helen Hayes, Richard Burton and Susan Strassberg. It is scheduled to open Nov. 12 at the Morosco Theatre. The "Morningstar" company, which came back from Schroon Lake earlier in the week, will return to the coast studios at Burbank next week.

Quigley Awards Judging Today

Quarterly judging for Quigley Awards in the Managers' Round Table Club will take place today starting at 11 A.M. The judges will be Mike Simons in charge of exhibitor relations for Loew's Inc.; Philip Gerard, eastern publicity manager for Universal-International and Charles A. Smakwitz, zone manager in Newark for the Stanley Warner Management Corp.

Turtle Derby Nets $100,000 in Dallas

Special to THE DAILY

DALLAS, Sept. 12.—It's all over, but they're still shouting about the results of the Variety Club's 18th annual Turtle Derby. Turtle Derby chairman Charles Weisenburg reports that the combination of Lawrence Welk and the turtle races brought in the hoped for $100,000, and the final count may be higher when all the figures are in. The new Dallas Memorial Auditorium was crowded to overflowing both nights, Sept. 6 and 7.

All proceeds go to Tent 17's principal charity, the Boy's Ranch of Bedford, Texas. Welk's appearance here with his full company at an estimated expense of $40,000 was borne by his television sponsor, the Dodge Division of the Chrysler Corporation.

Dallas Neighborhoods Get Robinson Fight

Special to THE DAILY

DALLAS, Sept. 12.—For the first time in Dallas a closed circuit fight telecast will be shown at two neighborhood theatres instead of downtown. The Inwood and the Texas in opposite corners of the city will carry the Ray Robinson - Carmen Basilio middleweight championship fight of Sept. 23. Previous Television Theatre Network fight telecasts have been sell-outs at the Tower Theatre downtown. Tickets went on sale Sept. 10 at the Inwood, Texas, Wynnewood, and Tower.

H-63 Talks Underway On New Contract

Preliminary talks between the major film companies and the Home Office Employees Union, Local H-63, are currently in session and are expected to be concluded by Tuesday night, according to Russell Moss, executive secretary of HOE. Contracts with the companies terminated Aug. 31 and agreements reached as a result of curren negotiations will be retroactive to date of expiration of last year's agreement. According to Moss, discussions are still in the formative stages.

U.A. Moves in Denver

DENVER, Sept. 12—United Artists are moving into new quarters formerly occupied by RKO at 807 21st Street, and with M. R. Austin, branch manager, as host, will hold open house Tuesday. Coming in for the occasion will be James R. Velde, general sales manager; Al Fitter, division manager, and Ralph Clark and Mike Lee, district managers.

Name Hollywood Unit For Jubilee Talent

From THE DAILY Bureau

HOLLYWOOD, Sept. 12—The appointment of a talent committee to line up personalities for participation in Hollywood's Golden Jubilee has been announced by B. B. Kahane, president of the Association of Motion Picture Producers.

On the committee are William Meikeljohn, Paramount; Victor Stuker, Columbia; Sally Biano, Warners; Jack Bauer, U-I; Frank McCarthy, Fox; J. Kanter, MCA; Lenny Hershon, William Morris office; and Harold Rose, Famous Artists Agency.

Meanwhile Clarke H. Wales, Hollywood coordinator of the Jubilee celebration, has announced the employment of a special staff consisting of publicists Vance King, Edward Manson and Vern Parten to work on Jubilee promotion during the period.

Dividend Payments Held High Level

From THE DAILY Bureau

WASHINGTON, Sept. 12.—Publicly reported cash dividends paid by industry companies in August totalled $1,724,000, the Commerce Department reported today, a slight drop from the $1,740,000 paid last August.

The $18,077,000 paid out in the first eight months of this year is still running higher, however, than the $17,761,000 paid in the comparable period last year, Commerce said.

'Spee' in 11 States

Thirteen theatre circuits and buying and booking organizations throughout the South and Southwest with houses located in 11 states have booked the Rank Organization's motion picture, "Pursuit of the Graf Spee," for presentation starting on Oct. 16, it was announced by Irving Sochin, general sales manager for Rank Film Distributors of America, Inc. Sochin also declared that thus far RFDA has scheduled well over 100 theatres to present "Pursuit of the Graf Spee" starting on Oct. 16 and running into November.

Music Salute to Satchmo

A "Salute to Satchmo," a tribute to Louis Armstrong by the nation's radio stations and music shops, has been set by United Artists in behalf of "Satchmo the Great," the film story of Louis' international jazz tour of four continents. As announced here by Roger H. Lewis, UA national director of advertising, publicity and exploitation, the program has enlisted the support of disc jockeys on 463 stations and pledges of intensive cooperation from more than 13,000 music dealers.

. . . NEWS ROUNDUP

FIMT Buys Building

Fox-Intermountain Theatres has bought the Tabor Theatre building in Denver, which houses five stories of offices besides the 72-year-old theatre. Fox plans to modernize the building and will install equipment in the thetre so that the Cine-Miracle process can be used.

■

Form Fanfare Films

Joe Solomon, of Majestic Films, and George Waldman, of New York, have formed Fanfare Films, Inc., with exchange offices in Philadelphia at film row. First release is "Walk Into Hell," to be followed by Howco International's double feature, "Teenage Thunder" and "Carnival Rock."

■

'Checkpoint' to Central

The Rank Organization's "Checkpoint" will have its New York premiere at the Central Theatre on Wednesday.

■

Cohan Fund Deductible

The New York district director of internal revenue has issued a ruling to the effect that contributions to the George M. Cohan Memorial Fund constitute charitable contributions deductible as such for Federal income tax purposes. The ruling was secured as the result of an application filed on behalf of the fund by O'Brien, Driscoll & Raftery, a firm of New York lawyers.

■

Fox-Dell Books Tie-In

A special fifty-cent edition of "Peyton Place," keyed to the national preselling campaign for the 20th Century-Fox release, will be published Sept. 24 by Dell Books. The pocketbook version is said to be the first time in paperback annals that a reprint edition will hit newsstands and bookstores while the original hardcover book is still on top of the best-seller lists.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Otber Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Helen Morgan—her songs—her sins.



Helen Morgan sat on a piano – and no star ever climbed higher.
Helen Morgan fell in love – and no woman ever fell lower . . . !
Her real story – from real life – the story no one has told before!
There was only one Helen Morgan – there's only one

the Helen Morgan Story



PRESENTED BY WARNER BROS. STARRING **ANN BLYTH · PAUL NEWMAN · RICHARD CARLSON**

ALSO STARRING GENE EVANS · ALAN KING · CARA WILLIAMS · Written by OSCAR SAUL, DEAN RIESNER, STEPHEN LONGSTREET, NELSON GIDDING

Musical Numbers Staged by LeROY PRINZ · Produced by MARTIN RACKIN · Directed by MICHAEL CURTIZ

WATCH WARNERS PUT THE GOLD IN THE INDUSTRY'S GOLDEN JUBILEE!

ADE SHOWS EPTEMBER 18

ALBANY
20th Century-Fox Screening Room
1052 Bway • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Rway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Regal Sets 30

(*Continued from page* 1)

town theatre," continued the sales executive, "is an important part of the community it serves. In fact, it plays a major role in the determination of public opinion of our industry as a whole. For that reason, it becomes the responsibility of producers and distributors to have at all times product available to such a theatre."

During yesterday's afternoon sessions, vice-president Charles Einfeld and members of his staff outlined the merchandising campaigns underway for such productions as "The Three Faces of Eve," "No Down Payment," "Stopover Tokyo," "April Love," "Kiss Them For Me," "The Deerslayer," the combination showmanship packages of "The Unknown Terror" and "Back From The Dead," "The Abominable Snowman" and "Ghost Diver," and "Young And Dangerous" and "Rockabilly Baby." Einfeld also detailed his department's selling plans for the company's two winter blockbuster attractions, David O. Selznick's "A Farewell To Arm" and Jerry Wald's "Peyton Place."

The sales meeting concludes today following a rough cut showing of "April Love," the Pat Boone starrer which 20th is readying for Thanksgiving release.

Pay-TV 'Not Told'

(*Continued from page* 1)

this question, has been kept in the dark."

Lane said that the battle over free or fee TV might wind up in a compromise, "but the televiewing audience in the United States ought to know what is going on so that public opinion will decide the issue."

Following his brief remarks, he inserted in the record a lengthy article from the "Boston Herald," which attempted to give a roundup of both sides of the question and declared that most people knew nothing about it.

400 'Pilot' Dates

(*Continued from page* 1)

Coast to Coast of any picture ever released by Universal-International, it was announced here by Charles J. Feldman, vice-president and general sales manager of Universal Pictures Company.

The picture will be backed, Feldman said, by a $1,000,000 advertising and promotion campaign which has included a record national magazine and Sunday supplement advertising campaign; a top billboard posting campaign and heavy local cooperative advertising support.

Admissions Rise

(*Continued from page* 1)

this year all admission prices had increased almost 30 per cent over the prices charged between 1947 and 1949—the base period used by the BLS. Adult admission prices had increased 31½ per cent and children's 19 per cent.

FEATURE REVIEWS

Johnny Trouble

Warner Bros.

The rich, powerful voice and the classically expressive face of the indestructible Ethel Barrymore carry this mild and pleasant offering well beyond the soap opera area. Able support comes from Cecil Kellaway and from two newcomers, Stuart Whitman and Jack Larson, who show promise of even better things to come.

The screenplay, by Charles O'Neal and David Lord from an original by Ben Ames Williams, mixes a little mystery and a little suspense with a whole lot of sentiment.

Miss Barrymore is a widowed invalid living in hope for the return of her son who left home 27 years earlier after a quarrel with his parents. Kellaway is the former family chauffeur who still takes care of his mistress. The apartment hotel where she has lived since her son left is sold to the university to be used as a dormitory. She insists on her rights as a perpetual lessee of the apartment, stays there through the remodeling and through the arrival of a new freshman class. Thereupon she becomes "Nanny" to the whole freshman class but devotes most of her motherly effort to a Stuart Whitman who bears her own surname and who she becomes convinced is her grandson.

Whitman hides his sterling character beneath a sullen and rebellious exterior but Miss Barrymore guides him through class troubles, troubles with his classmates and troubles with his girl, Carolyn Jones. With all of these satisfactorily straightened out, she dies peacefully and the mystery of her missing son is solved in a surprise ending which is not much of a surprise at this point.

Production and direction were by John H. Auer. A potentially valuable exploitation aid is the title song, "Johnny Trouble," composed by Peggy Lee and sung for the sound track by Eddie Robertson, which has little relevance to the story but, if it becomes the hit is seems likely to, could have a stimulating effect on the box office.

Running time, 80 minutes. General classification. Release, in September.

JAMES D. IVERS

Jacqueline

Rank Film Dist. of Amer.

Jacqueline Ryan portrays a small Irish lass whose love for her easy-going father is as deep and bright as her Irish eyes. John Gregson is the proud Irish father whose sole concern is the welfare of his small family. Kathleen Ryan portrays the part of the understanding wife determined to make a better life for the children.

In the story, Gregson has forsaken the country life he loves; the lure of high wages has brought him to Belfast where he finds a job in the local shipyards. High up on scaffoldings he becomes subject to attacks of vertigo. This he conceals from everyone, and, to overcome his deadly fear of heights, resorts to drinking. Although his reputation in the neighborhood begins to suffer, Jacqueline devotedly stands by to defend him from malicious tongues. Eventually, his habitual drinking causes him to lose the job and Gregson is unable to find work again. When, as a result, it appears as though Gregson's marriage may be broken, Jacqueline hits upon a delightful plan to find employment for her dad.

Miss Ryan performs beautifully as the mischievous but big-hearted little lady. Gregson is also excellent, and Kathleen Ryan turns in a splendid characterization as the loyal wife. Applause, too, goes to the supporting players. George Brown's production, which was skilfully directed by Roy Baker, comes off in a smoothly polished work. The screenplay was written by Patrick Kirwin and Lam O'Flaherty.

Running time, 92 minutes. General classification. Release, in September.

NORMAN MORRIS

The Baby and the Battleship

DCA

WETHERSFIELD, Conn., Sept. 12

Comedy is the main order of business here, and when all is said and done, a lot of business has been completed. It's in Eastman color (with some DCA wag adding the line, "In SeaScope"), and has the tried-and-true ingredients of natural comedy that have pleased international audiences for many years. Domestic exhibitors yearning to join the inevitable parade of bookings featuring overseas releases in this day of declining production charts would do well to look into the availability of "The Baby and the Battleship."

The time is now, the setting a warship on NATO exercises in the Mediterranean, and the principals two sailors (John Mills and Richard Attenborough), a lithesome Italian beauty, Lisa Gastoni, and the latter's six-month-old baby brother, one Martyn Garrett, whose smiling countenance should be made known wherever motion pictures have been playing to audiences.

The two chaps date Miss Gastoni, the little boy's left with the ship by mistake, and the whole crew eventually pitches in to baby-sit with Master Garrett. At the crucial moment of recognition, the ship's commander decides to take the craft back into port, thus unknowingly winning top honors in the NATO exercise, and the baby's returned to his overjoyed parents. The two salts who created the chaos initially head dockside.

Jay Lewis directed and Anthony Darnborough produced a screen play by Lewis and Gilbert Hackforth Jones. Running time, 96 minutes. General classification. Release, not set.

Italian Prod.

(*Continued from page* 1)

Silverstein at M-G-M here: releasi plans for "The Seven Hills of Rom and the making, next, of a picture the life of Goya. He will talk in Ho lywood with Saul Rittenberg an Benjamin Thau.

Titanus made "Seven" as an Amer can picture, and a co-production, an is capable, De Simoni said, of makin such pictures and also of making th type which circulate well in Europ and the remainder of the world an in this country play the "art" house

He noted that last year, also as c productions, Titanus made "Man an Wolves," which Columbia is releasin mainly elsewhere, and "The Mont Carlo Story," which United Artis is releasing.

The company made six pictures th year, and probably will make thre more. He also will talk here, he sai about another of his pictures, "Poo But Beautiful," starring a girl he say is a find, Marisa Allesio, who als is in "Seven Hills."

He will talk, too, he said, about c producing a project he insists "charming" and should draw here an in Italy, because it is from a goo script and is about Americans an Italians. Its title is "Venice, the Moo and You."

He said he is aware many say thes days they plan to make a picture abo Goya, but his script is prepared, is b Albert Lewin, and, he insisted, "exciting."

Of the growth of picture making i Spain by Americans, he commented "The only reason is, some of the com panies have frozen pesetas, and whe they run out of money that will b the end of that."

D. C. Exhibitors Ask

(*Continued from page* 1)

quest for a pay-TV franchise here.

Earlier this week a local radio sta tion—WOL—requested such a fran chise, saying it proposed to broad cast programs not offered on fre television and that it would ask fo similar franchises in the nearby Mary land and Virginia at a later date.

In a letter to the board of com missioners, M.T.O. president A Julian Brylawski declared that grant ing such a franchise should not b "taken lightly," since it "undoubtedl will have repercussions on the socia and entertainment life of the com munity."

At the same time, Brylawski calle a meeting of the exhibitor group fo next Thursday to discuss the fran chise request. He said the grou would probably pass a resolution i opposition to it and that the resolu tion would be sent on to the board of commissioners.

Brylawski said he was sure tha labor groups and other interest would appear with the exhibitors i opposition at any hearing the com missioners held on the request.

National Pre-Selling

"ESQUIRE" sent Helen Lawrenson to Mexico, where the bulk of the filming for "The Sun Also Rises" was done. The result is an unusually honest reporting job which appears in the October issue. The readers of this magazine like their facts free of aggrandizement. The facts are not concealed and we believe many readers of this article will want to see this new Zanuck picture.

Ava Gardner, Mel Ferrer, Errol Flynn and Darryl Zanuck are discussed, and the author does not attempt to picture them as either angels or scoundrels, but persons of variant talents.

"Ava Gardner," the author thinks, has looks, wealth, world-wide fame, tremendous flair, spirit and spunk—everything except that impenetrable inner security without which the rest is dust in the mouth."

•

"Pajama Game" vibrates with fun, laughter and tuneful music. With this in mind, "Life," in the September 9 issue, has a pictorial story based on this bouncy theme. George Abbott, who produced both the Broadway stage show and the Warner film, has an extraordinary talent for sparkling musicals. He can wrap up a polka, a waltz and a rock 'n' roll all in one number, add a few gymnastic dots, flashes and downbeats and set a whole theatre jumping happily. "Life" says "George Abbott has done this in Warner Bros.' movie, with most of the same cast present. Doris Day, however, plays the role of "Babe" with plenty of bounce."

•

Full-page ads on "The James Dean Story," "Jeanne Eagels" and "The Pajama Game" appear in the September issue of "Seventeen," in addition to a table of contents ad on "Raintree County."

•

A fine drawing of Anna Magnani by G. Hunter Jones appears on the front cover of "Harper's" magazine, September issue. Anna Magnani, who received an Academy Award for her role in "The Rose Tattoo," will soon be seen in Paramount's "Wild is the Wind."

•

Also in this issue of "Harper's" here is a profile of Magnani, the author of which, Euigi Barzini, Jr., wrote a candid report on this highly entertaining and earthy woman.

•

"Les Girls" is reviewed in the September 17 issue of "Look." A page-and-a-half photo of Gene Kelly, Mitzi Gaynor, Kay Kendall and Taina Elg in a dance scene taken on an M-G-M set highlights the review. In addition, there are production photos on the two-page spread that carries the laudatory review.

WALTER HAAS

Stockholders Meet, Adjourn

(*Continued from page* 1)

used to be the orchestra pit, President Joseph R. Vogel called the meeting to order. Also at the table was Irving Greenfield, secretary of the company, and ten other persons connected with the company. Vogel called upon Greenfield to establish the fact that a quorum was present. He did this in the following words:

"Solely to establish the presence of a quorum, the Vogel-Killion-Parker-Sullivan Committee has submitted proxies for 2,746,000 shares, being 51 per cent of the total stock outstanding. The holders of additional shares are also present in person or represented by proxies. Therefore a quorum is present."

There are 5,336,777 shares outstanding.

In front of the boxoffice there was a large sign saying the show—"House of Numbers," with Jack Palance and Barbara Lang,—would not start until 11 o'clock. Inside the foyer a number of clerks sat at tables to identify stockholders. About 30 arrived.

In the theatre the gold proscenium curtain was illuminated by footlights, so that the officials in the orchestra pit were seen in silhouette. A group of seats was roped off on the left side of the theatre for the press. Four representatives appeared. The regular crew of ushers and usherettes was on hand. When the meeting began there were 37 persons in the orchestra seats.

Nizer, Pollack Present

Among those present was Louis Nizer, special counsel for Loew's, Inc., and Milton Pollack, attorney for Joseph Tomlinson, who is battling for control of the company. Several women were represented among the stockholders.

Immediately after the close of the meeting the 11 o'clock sign in front of the boxoffice was removed, the tables were taken out and the show started at about 10:15.

No official of the company would make any comment, but newspaper men quickly noted that more than 50 per cent of the shares was represented.

It was emphasized in the short statement by Greenfield that the proxies represented at the meeting had been obtained by the Vogel-Killion-Parker-Sullivan committee. So far as known Tomlinson has not attempted to secure proxies.

Film Council Elects

HOLLYWOOD, Sept. 12.—The AFL Film Council, at its regular semi-monthly meeting, elected Pat Somerset president, succeeding Harry C. Wadsworth, for the coming year. Somerset, an executive of the Screen Actors, also is president of the California State Theatrical Federation and vice-president of the California State Federation of Labor.

REVIEW:

Last Stagecoach West

Republic-Naturama

HARTFORD, Conn., Sept. 12

This Republic presentation of a Ventura Production contains sufficient elements of the accepted western theme—mistaken identity, divided loyalty, as well as inevitable girl-gets-boy—to serve adequately enough for its intended niche in present-day distribution.

Principals include Jim Davis, as top operative of the Railroad Protective Association, sent into outlaw-ridden territory to seek out the doers of dastardly deeds; Mary Castle, as daughter of cattle rancher Victor Jory, and Lee Van Cleef, Grant Withers, Roy Barcroft and John Alderson.

Davis rides into remote Cedar City disguised as a patent medicine salesman as part of his intricate scheme to unmask the bad men who have been getting away with too many train robberies for too long. Jory and Van Cleef are the bad ones this time out, and they grin slyly and strut menacingly as befits right miserable outlaws. True to the code of the Wide Open Spaces, Davis gets to the bottom of a grandiose plot better seen than synopsized.

It's a Rudy Ralston production, and that industry veteran has paid strict attention to the values at hand and gives the viewer a workmanlike package. Joe Kane, no newcomer either to the craft of directing, worked from a Barry Shipman screenplay.

Running time, 67 minutes. General classification. Release, in August.

A. M. W.

Columbia Offers Three 'Mad Ball' Trailers

Columbia has prepared a special package of three trailers for "Operation Mad Ball" which will be distributed by National Screen Service at the usual one trailer price, it was announced yesterday by vice-president Paul N. Lazarus, Jr.

The main trailer of the package features Ernie Kovacs, who makes his screen debut in the comedy. The other two are one-minute teaser trailers designed to be used in advance of the Kovacs trailer.

Jubilee Tie-Ins

(*Continued from page* 1)

with several other sub-committees working on the celebration.

"Tie-in" committee plans include not only window displays but floral displays in the Times Square area.

The group will next meet at MPAA on Monday, Sept. 23. At that time the sub-committee members will hear progress reports on activities carried out. Those who attended yesterday's session included Jerry Evans, Universal-International; Lige Brien, United Artists; Charles Levy, Walt Disney; George Fraser, Paramount Pictures; Harry Goldstein, Allied Artists; Dick Winters, 20th Century-Fox; Harold Danziger, M-G-M, and Taylor Mills and Leo Morrell, both of MPAA.

Gannaway to Show New 3-Camera System

From THE DAILY Bureau

HOLLYWOOD, Sept. 12.—Albert C. Gannaway, president of Gannaway International announced that a press demonstration of "Gannavision," a three-camera system claimed to enable a producer to make pictures at "unheard of reductions in below-the-line production cost," will be held in the near future. The announcement says the system, which is compared directly with electronicam, camera vision, and video-film, in design and operation, will be used on Gannaway's production, "Maybe Smith," scheduled to start late this month. Used by Gannaway heretofore in filming his "Grand Ole Opry" television series, and limitedly on his theatrical pictures, Gannavision will get its first application, interiorly as well as exteriorly, on that production.

IT'S A HIT! in K. C.



BUT...will it be a hit in your house?

It went over big in Kansas City ... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department

RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary Camden 8, New Jersey

Tmk(s) ®

Television Today



TV TODAY picture

THE COMMISSIONER SENDS THEM, at yesterday's RTES luncheon: Affected by Mr. Doerfer's delivery are Robert Taylor Bartley, Leonard Goldenson, Frank Stanton; John Daly, a man also of grace and some humor and the luncheon host; David Sarnoff, Rosel Herschel Hyde, Robert Sarnoff, Frank Headley, and Richard Alfred Mack.

'Hot Breath of Regulation' for Wired TV

(*Continued from page* 1)

These are: Subscription television, network practices, program classification, clear channel and daytime skywave problems, table of television assignments, UHF and deintermixture policies, and revision or outright repeal of the protest law.

Speaking of subscription television, Doerfer said: "There comes a time for decision. It is better to come to a determination one way or another within the next few weeks, if at all possible, than to have the public lose faith in the integrity of the administrative process.

"Many of the claims for and against subscription television are in the field of sheer speculation. Yet the contention that its authorization, even upon an experimental basis, may eventually destroy our free television system was and is entitled to the most careful consideration."

At the present time, Doerfer said, it does not appear that the FCC has jurisdiction over wired television, but he pointed out that historically few business enterprises which use public highways for a substantial portion of their plant investment and charge the public for a service have escaped regulation.

Public Will Insist

"Hence," he continued, "when the public realizes that it has contributed a part of the plant, it invariably insists upon regulation of the rates to be charged, the net earnings, the service practices, depreciation charges and even the accounting systems to be adopted.

"Anyone who envisions huge profits in wired television had better look over his shoulder. The warm feeling of a 'golden' glow may merely be the hot breath of regulation."

Doerfer pointed out that as long ago as 1953 Representative Carl Hinshaw introduced a bill to have the broadcasting of subscription television declared to be a common carrier.

The speaker gave what he called a "progress" report on items of the fall agenda of the FCC.

The Network Study Group will submit a report on September 30. The Senate Committee on Interstate and Foreign Commerce will be advised not later than January 1 on whether or not there should be changes in the rules. He said he hoped a definite solution of the revision of program classification could be indicated before January 1. Retention of the table of assignments for TV stations may be determined before November.

UHF Fate in Courts

The fate of UHF will eventually lie in the court, he predicted, because attempts to relieve that process were "too little and too late as early as April 1952."

Basic contradictions in the law governing the FCC are responsible for many delays in its rulings, Doerfer stated.

"On the one hand," he said, "it is clear that Congress intended that broadcasting was to remain in the field of competition. On the other, we are compelled to hold hearings to determine whether the natural effects of competition are in the public interest."

This problem could be solved, he stated, by a "motivational research job."

"Another basic inconsistency," he continued, "is the asserted duty on the part of the commission to examine programming periodically in the face of congressional strictures against censorship and interference with free speech. I have been anxious to get a clear-cut court decision on this question.

"The House Committee on Legislative Oversight can make a real contribution to the advance of the administrative process by studying these problems together with some procedural reforms having no relevance to the proper administration of the substantive law."

On the dais, in addition to James C. Daly, president of the RTES, were Weston C. Fullen, Jr., Kenyon Brown, C. Meade Petersmeyer, E. R. Vanderbonceur, Charles McCabe, Norman Knight, Ely Landau, Leonard H. Goldenson, Dr. Frank Stanton, Brig. Gen. David Sarnoff, Rosel Herschel Hyde, Robert W. Sarnoff, Frank M. Headly, Sylvester Pat Weaver, Gardner Cowles, Bernard Goodwin, Roger W. Cliff and Payson Hill.

Mitchell Wolfson, exhibitor and television station owner from Miami Beach, was in the audience.

Award to Sarnoff

Robert W. Sarnoff, president of the National Broadcasting Company, will receive the American Legion's Americanism Award for his "vision and leadership in launching the NBC Educational Television Project," it was announced by W. C. Daniel, national commander of the Legion.

T-LT Acquires 'Hill'

The first major English language film produced in Israel, "Hill 24 Doesn't Answer," has been acquired for television release in the United States by Trans-Lux Television Corporation.

Suggests Sending Old TV Sets Abroad

In order to speed the growth of television in foreign countries, Olive Treyz, ABC vice-president in charge of television, has suggested that Americans donate their old and out-moded small screen TV sets and send them abroad. Treyz, in an address before the Hollywood Advertising Club this week, said growth of TV abroad would enable Hollywood-produced film programs to gain international audiences.

The ABC-TV executive told the advertising club that in many European countries, notably West Germany, television is growing very slowly because the people are unable to afford sets. Treyz believes American donations would be the solution and he said his plan has the approval of the State and Commerce Departments.

NBC Affiliates in Radio Workshop

The second day of the three-day meeting of NBC affiliates yesterday at the Waldorf-Astoria began with a discussion of the problems of the radio affiliates in the Astor Gallery from 9 A. M. to noon.

Walter J. Damm, chairman of the NBC-TV Affiliates executive committee and vice-president and general manager of WTMJ-TV, Milwaukee, presided. The meeting began at 9 A.M. and was followed by luncheon. The meeting was resumed at 2 P.M. and continued until 6 P.M.

A reception at 6:30, followed by dinner in the Jade Room at 7:30, wound up the day's activities.

Report Wide Support For NBC Preview

NBC's all-star color show staged on Wednesday via closed circuit television has been received with tremendous enthusiasm by the press, affiliate station and network executives and advertising representatives, according to network officials. The telecast was viewed coast-to-coast in more than 150 cities and was observed by an estimated 35,000 persons.

Appearing on the program were Robert W. Sarnoff, president of NBC; Robert E. Kitner, the network's executive vice-president, and several television personalities, including Perry Como, Dinah Shore, Alfred Hitchcock, Eddie Fisher, George Gobel, Robert Young, Tennessee Ernie Ford, Jack Paar and William Bendix.

Burns & Allen Record

"The Burns and Allen Show" starts its eighth consecutive season on CBS-TV Sept. 30, thereby setting a record for situation comedy. George and Gracie began live shows in Sept. 1950, and two years later began filming the show.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 53 NEW YORK, U.S.A., MONDAY, SEPTEMBER 16, 1957 TEN CENTS

U. S. Invites All-Industry Circuit Production Talks

Department of Justice Calls for Distributors and Exhibitors to Confer in Washington Oct. 4

By J. A. OTTEN

WASHINGTON, Sept. 15—The Department of Justice has invited leading industry companies and organizations to attend a conference next month to discuss the question of the production and distribution of motion pictures by divorced circuits.

"We hope to have a broader exchange of views on the subject from all interested parties," a Department spokesman said. Representatives from production, distribution and exhibition have been asked to attend.

The conference has been called for the morning of Oct. 4 and will be held here. It is expected that Victor R. Hansen, assistant attorney general in charge of the anti-trust division, will take part, along with Maurice Silverman, the division's industry specialist.

Invitations have been sent to the

(*Continued on page 4*)

o-chairmen

Pickman and Lewis Head Academy Unit

Will Implement Plan for Awards Program on TV

Roger Lewis, national director of dvertising, publicity and exploitaon for United Artists, and Jerome ickman, advertising and publicity dictor for Paramount Pictures, have een named co-chairmen of a sub-



Roger Lewis

Jerome Pickman

ommittee to implement the Acadmy Awards program, it was anounced over the week-end by Paul . Lazarus, Jr., chairman of the

(*Continued on page 2*)

NBC Concludes Affiliates Meet

Marking the final morning session ast Friday of a three-day meeting etween executives of NBC-TV affilites and officials of the network at the Valdorf-Astoria Hotel here, NBC resident Robert W. Sarnoff gave a rogress report on NBC-TV sales and utlined the future creative activities

(*Continued on page 2*)

Television Today

Page 5

Fox Plans Five Saturation Openings

National saturation openings on five forthcoming 20th Century-Fox CinemaScope attractions were outlined Friday by general sales manager Alex Harrison at the concluding sessions of the company's three-day meeting of division and district managers.

The sales executive told his staff that 20th's print department will maintain an accelerated operating schedule to make certain that between 400-500 prints of these attractions are available for each saturation campaign. This stepped-up program reaffirms, according to Harrison, the company's

(*Continued on page 2*)

Paramount to Sell To Bartlesville TV

A report that Paramount Pictures Corporation has agreed to supply film to Video Independent Theatres, Inc., large southwest theatre circuit now conducting subscription telemovies in Bartlesville, Okla., has been confirmed by Paramount officials here over the weekend.

Paramount Pictures thus joins other leading distributors who are supplying film for the pay subscription enterprise. Major film companies supplying product to Video Independent Theatres to date include Warner Brothers, Universal-International, United Artists, Allied Artists, Columbia Pictures and Paramount.

Barney Balaban, president of Para-

(*Continued on page 4*)

S-W Filming Interest Alive

An entry into film production is still a subject of live interest for Stanley Warner Theatres, Sam Rosen, executive vice-president, confirmed here on Friday.

Told of the Justice Department's plan to call an all-industry meeting in Washington for Oct. 4 to discuss authorization for divorced circuits to engage in production, Rosen said,

(*Continued on page 4*)

Chicago Exhibitors Plead Tax Repeal

Special to THE DAILY

CHICAGO, Sept. 15.—Representatives of motion picture theatres met with Mayor Richard Daley for the second time Friday in an attempt to have the city repeal its three per cent

(*Continued on page 4*)

Calif. Showmen, Union Join in Pay-TV Fight

Special to THE DAILY

SAN FRANCISCO, Sept. 15.—Northern California exhibitors and union employees have joined forces to battle toll-TV in this area.

At the opening session yesterday in Oakland of the 37th annual convention of the California State Theatrical Federation, a blistering attack on subscription television was heard by the delegates representing 70,000 mem-

(*Continued on page 4*)

(If you can read this, it's too bright)

'Subliminal Projection' Promises TV Commercials You Can't See

A method developed to project advertising messages so as to superimpose them on a screen performance without their being consciously seen by spectators, was demonstrated Thursday for the press at the studios here of the Subliminal Projection Co., Inc., proprietors of the process, on which patents are being sought.

A documentary film was screened, during which the advertising equipment intermittently projected the

(*Continued on page 4*)

Arbitration Talks Resume Today

Arbitration discussions will be resumed today at a meeting of the full committee made up of representatives of the Motion Picture Association of America, Theatre Owners of America,

(*Continued on page 2*)

PERSONAL MENTION

ALEX HARRISON, 20th Century-Fox general sales manager; GLENN NORRIS, Central-Canadian division manager; MARTIN MOSKOWITZ, Eastern division manager; and MANNY SILVERSTONE, vice-president and general sales manager of 20th International, left here over the weekend for Hollywood.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York from Europe over the weekend.

•

GEORGE WELTNER, Paramount world-wide sales head; JERRY PICKMAN, advertising-publicity vice-president; and JAMES E. PERKINS, executive vice-president of Paramount International, will fly to Paris today from New York for a week of sales conferences.

•

PHIL ISAACS, Paramount assistant Eastern sales manager, returned to New York at the weekend from Philadelphia.

•

STEVE EDWARDS, advertising and publicity manager for Rank Film Distributors of America, will leave New York today on a trip through the South.

•

HERBERT ERLANGER, MPAA counsel, left New York over the weekend for the Philippines.

•

MR. and MRS. BEN BERGER of the Berger Amusement Co., Minneapolis, left for Europe at the weekend.

Pickman, Lewis

(*Continued from page* 1)

MPAA advertising and publicity directors committee.

In approving the financing of the Academy Award simulcasts last week, the MPAA board of directors requested the advertising and publicity directors committee to explore the other Academy proposals outlined by Academy President George Seaton in his talk before the group.

Among Seaton's proposals were the staging of an annual international film festival in Hollywood or New York, the establishment of a permanent film museum in Hollywood, a traveling museum of motion pictures, the establishment of a craft magazine for circulation to colleges, universities, film critics and others, and the extension of cooperation to universities which have cinema arts courses.

Universal 39 Week Net is $1,887,498

Universal Pictures Company, Inc., and subsidiary companies report earnings for the 39 weeks ending Aug. 3, 1957, of $1,887,498 after providing $2,005,000 for Federal taxes on income. After dividends on the preferred stock these earnings are equivalent to $1.86 per share on the 927,254 shares of common stock outstanding in the hands of the public at Aug. 3, 1957.

For the 39 weeks ended July 28, 1956, earnings were $2,227,933, equivalent to $2.22 per share after preferred dividends. The 1956 earnings do not include non-recurring capital profit of $1,021,000.

Dot Records Reports $10,000,000 Gross

For the seventh consecutive year, Dot Records, Inc., will double its previous annual sales and reach a new high of $10,000,000 in gross sales in 1957, Randy Wood, president, said here in a report to Paramount Pictures Corporation. Dot Records, which was founded in 1950 by Wood, is a wholly owned Paramount subsidiary, having been acquired in April, 1957.

Wood's report showed an increase of more than 100% in single record sales for the first six months of 1957 as compared to the same period in 1956. He reported that 8,887,453 single units were sold as of June 30, 1957, against 3,790,442 units sold during the same period of 1956.

National Theatres To Meet Sept. 23-26

From THE DAILY Bureau

HOLLYWOOD, Sept. 15.—Attendance building, admission prices, taxes and expense control will highlight the agenda of the National Theatres convention Sept. 23 to 26 at the Alisal Ranch, Solvang, Cal. Elmer C. Rhoden, president, will preside at the meeting of 100 delegates of the circuit from 21 states. Other topics on the program will be giveaways, parking, bookings and the Academy Awards show.

Particular emphasis will be given the circuit's new Cinemiracle process in which a picture now is in production.

Chairmen conducting four "workshop" groups will be Richard Brous, William H. Thedford, M. Spencer Leve and Robert W. Selig.

Bookers Meet

The Motion Picture Bookers Club of N. Y. will hold its first meeting of the fall season this evening in the Taft Room of the Hotel Taft.

U.A. to Launch Heineman Drive

The Bill Heineman Drive, a 28-week sales campaign, will be launched this week by United Artists.



W. J. Heineman

Announcement of the billings, collections and playdates campaign honoring William J. Heineman, vice-president in charge of distribution, was made jointly here by co-captains Max E. Youngstein, vice-president, and James R. Velde, general sales manager.

Underscoring the importance of the drive, president Arthur B. Krim and chairman of the board Robert S. Benjamin have accepted posts as honorary co-captains.

More than $50,000 in cash prizes will be awarded to winners among United Artists' 33 branches, 6 districts and two divisions in the United States and Canadian territories. Branches will compete in three groups of equal grossing potential.

Fox Openings

(*Continued from page* 1)

intention to make its films available to exhibitors in quantity while the national pre-selling campaign on each production is at its height.

Leading off the saturation campaigns will be "The Three Faces of Eve," starting in Georgia, Sept. 18, and throughout the U. S. in mid-October. The national openings will be launched by the film's world premiere, Wednesday, at the Miller Theatre, Augusta, Ga.

'No Down Payment'

Harrison reported that Jerry Wald's "No Down Payment" will open across the U.S. and Canada in time for Columbus Day bookings while the picturization of John P. Marquand's best-selling novel, "Stopover Tokyo," will be ready for mass engagements on Veteran's Day.

"April Love," the David Weisbart production which stars Pat Boone, Shirley Jones, Dolores Michaels and Arthur O'Connell, will open throughout the nation for Thanksgiving, Harrison informed his associates.

Jerry Wald's "Kiss Them for Me" will have special dates for Thanksgiving, with the actual national release of the Cary Grant-Jayne Mansfield-Suzy Parker romantic comedy scheduled for Christmas.

Zanuck To Report on 'Deluxe' Journey Today

Darryl F. Zanuck will report on his recent round-the-world expedition for location-shooting of his latest film "Deluxe Tour" and the international problems involved in its production at a press conference today at 20th Century-Fox. The producer and his camera crew flew more than 400 hours in the past five weeks filming scenes in Iceland, Greenland, Lapland, Scotland, the Scandinavian countries, Europe, the Middle East and Africa.

"Deluxe Tour" will be photographed and exhibited in the Dimensional CinemaScope 55 process.

Doob, McCarthy Back From Jubilee Meetings

From THE DAILY Bureau

HOLLYWOOD, Sept. 15.—Following three-day meetings with talent, tour, and studio publicity directors committees, on participation in the industry Golden Jubilee, Oscar Doob and Charles McCarthy flew to New York at the weekend to coordinate eastern Jubilee activities and map out intermediate stops across-country.

Overall Jubilee chairman B. B. Kahane announced the addition of Frank McCarthy, Willis Goldbeck, Buck Harris and Allan Rivkin to the talent committee, representing the screen producers guild, directors guild, actors guild and writers guild, respectively.

Resume Arbitration

(*Continued from page* 1)

National Allied, and other groups. This meeting will be a continuation of the meeting that was adjourned early in July because of vacation absences of many of the conferees.

The meeting will be held in the board room of the MPAA at 28 West 44th Street.

Since the July session there have been informal sessions of the subcommittee in charge of drafting an arbitration plan. The committee's aim has been to put ideas discussed to date into a rough draft for further discussion and approval.

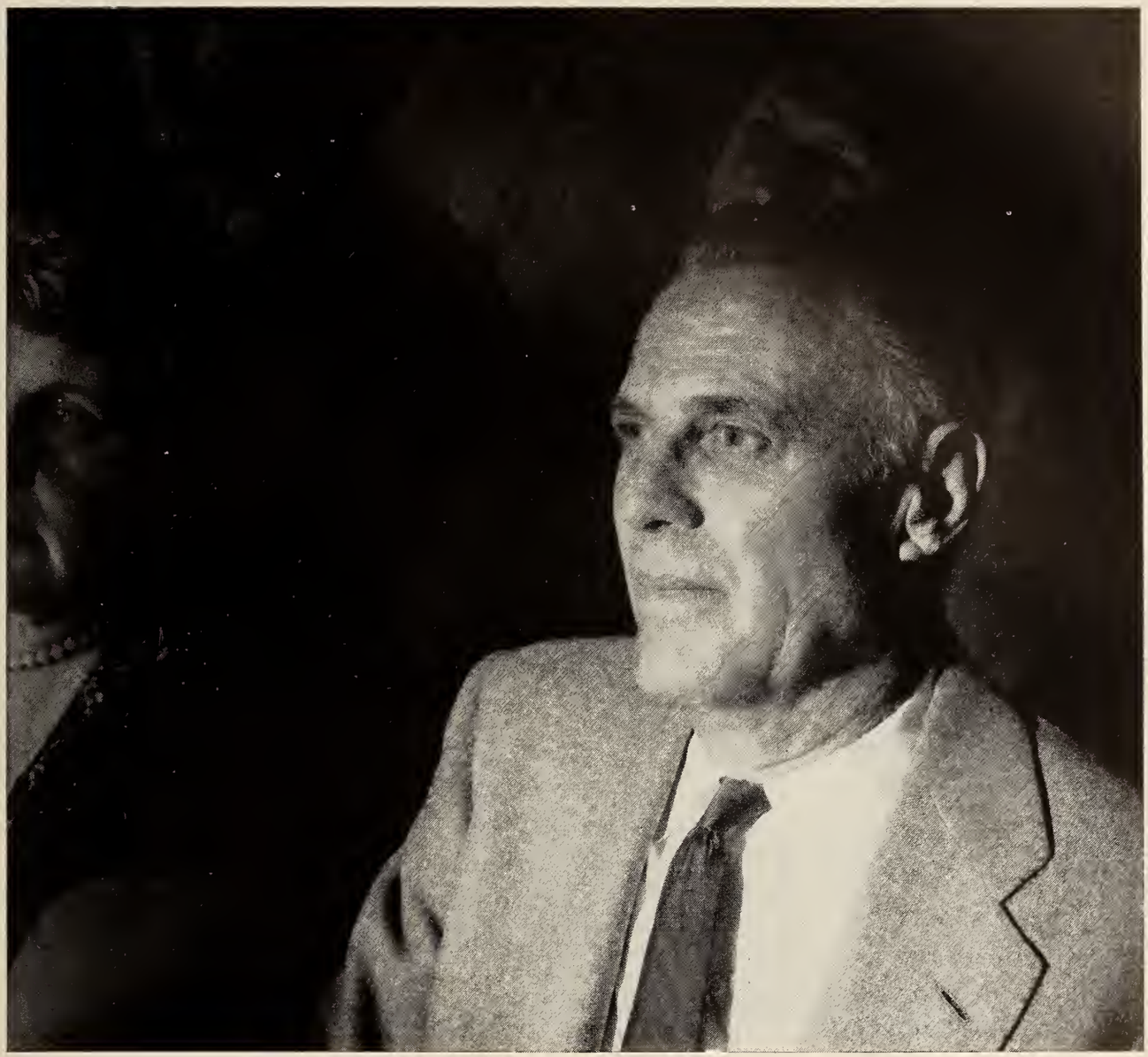
NBC Affiliates

(*Continued from page* 1)

of NBC-TV. Sarnoff told more than 400 assembled broadcasting executives that next month he and other top officials will begin screening new program ideas for the summer and fall of 1958.

Also on Friday the NBC-TV affiliates passed a series of resolutions fully endorsing the creative planning of the network and pledged to support NBC in accomplishing its plans and objectives.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



MR. EXHIBITOR:

Whether you know it or not he's judging the light on your screen

Today's movie-goer is light-conscious. Without realizing it he compares your picture with what he sees on other screens—with what he's heard about advances in color, wide screens and life-like projection. Your customers expect the best.

"National" Projector Carbons meet today's demand for bright light at minimum cost to exhibitors. Here, for example, are four "National" carbons offered in the past few years that provide as much as 20% more light with up to 25% slower burning:

- **"Suprex" 7mm Carbon**
- **"Suprex" 8mm Carbon**
- **10mm High Intensity Carbon**
- **11mm High Intensity Carbon**

NATIONAL TRADE MARK **PROJECTOR CARBONS**

meet the demand for more and more light.

UNION CARBIDE

The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N.Y.***

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA**: Union Carbide Canada Limited, Toronto

Commercial You Can't See

(*Continued from page* 1)

words, "Drink Coca-Cola," on the picture, each flash lasting an extremely small period of time—three-thousandths of a second, said James M. Vicary, inventor of the process, in answering questions after the demonstration.

Many of the 20 to 25 persons attending the demonstration consciously saw the message at least several times. Mr. Vicary explained that this was intended, however, the intensity of the light of the advertising projector having been increased two or three times for the purpose. Actually, he said, the message was projected at five-second intervals throughout the screening, which took about ten minutes.

On the grounds that patents merely have been applied for, and that experiments of similar purpose were being conducted in England, Mr. Vicary rejected questions concerning the physical nature of the device. He did not deny, however, that the message was on motion picture film, and he agreed it was "a fair supposition" that the equipment consisted in a projector with means to flash a message at various frequencies and to fuse it with the picture.

Light Intensity Factor

Mental impact of the message without visual awareness was due, he said, to light intensity rather than the duration of each flash. Thus perception, according to the line of thought being pursued in this development, is "subliminal—below the threshold of sensation or awareness."

It is not expected that "subliminal" advertising could substitute for commercials on television screens. Mr. Vicary admitted it was limited to "reminder" advertising.

"It cannot make you buy something for which you have no desire," he said. "It ean only remind you of your desire."

The device is represented as applicable also to theatres, and a test was recently made at a theatre in New Jersey. Here copy urging the audience to buy popcorn was alternated with the admonition, "Drink Coca-Cola." According to a press release issued at the demonstration, the test ran six weeks, during which time popcorn sales are said to have increased on the average of 57.5 per cent, and Coca-Cola sales 18.1 per cent. The name of the theatre and its city were not divulged.



S-W Filming Interest

(*Continued from page* 1)

"The subject is still in our minds and our thoughts."

Asked if he did not consider the proposal might be tardy, coming as it does at a time when most producers-distributors have increased their production schedules or are planning to do so, Rosen said, "There is always a need for more product."

Si Fabian, president of Stanley Warner, has stated publicly on a number of occasions that his company would engage in production to help relieve the shortage of films long felt by most exhibitors if it could obtain authorization from the government to do so. To that end, Fabian, Rosen and Nat Lapkin, S-W vice-president, have conferred with Justice Department officials many times in the past two years in an effort to obtain official clearance for the move.

Same True of N T

Much the same is true of National Theatres, which like S-W is prohibited by its Federal consent decree from engaging in production, as is Loew's Theatres also. National Theatres president Elmer C. Rhoden won an authorization from the Department some time ago for his company to engage in production in the Cinemiracle process it developed, and a first picture in that process is nearing completion. However, Rhoden's efforts to win government approval of standard production activities have not been successful to date.

In Los Angeles Friday an NT spokesman said no comment could be made on the Justice action until the circuit is officially advised.

Insofar as is known, neither Loew's Theatres nor RKO Theatres has displayed any active interest in engaging in production, at least to the extent either of making a public statement concerning such an interest or of engaging in conferences with the Justice Department on it.

However, Leopold Friedman, president of Loew's Theatres, pointed out on Friday that his company still is attached to Loew's-MGM, "although operating independently."

He added, "We would be very much interested in attending the Oct. 4 conference called by the Justice Department, but until we have received an invitation and know more about it, I am not in a position to comment on it."

RKO Not Prohibited

RKO Theatres, like American Broadcasting-Paramount Theatres, is not prohibited by its decree from engaging in production but never has evinced any interest in doing so. AB-PT conferred intermittently with the Department on the subject before proceeding with its current production program about a year ago. It was assumed in the trade that the Department never committed itself to a position with respect to AB-PT's production activities and that the latter simply went ahead.

The Paramount and RKO decrees were the first entered in settlement of the Federal anti-trust suit against the industry. When it was discovered that neither contained a prohibition against their participating in production, Justice took the precaution of adding them to the decrees made subsequently with Warner Bros., 20th Century-Fox and Loew's M-G-M.

The divorced circuit executives contacted on Friday learned of the planned Oct. 4 conference in Washington for the first time from Motion Picture Daily. Notices of the meeting had not arrived in New York at the weekend.

Chicago Tax

(*Continued from page* 1)

amusement tax on tickets costing less than 90 cents. Jack Kirsch, president of Allied Theatres of Illinois, told the Mayor that movie theatres, particularly neighborhood houses, "are in serious trouble."

Kirsch cited figures which showed that when the amusement tax went into effect in 1948, the city received $1,600,000 from taxes. Kirsch pointed out that the decline of movie business is demonstrated by the fact that the city's yearly take from the tax fell to around $800,000.

No decision was reached, but the Mayor suggested a further meeting and more specific figures. John Melaniphy, city corporation counsel, told the Mayor at the meeting that the city could legally abolish the amusement tax on certain theatre tickets. At the original meeting, the question of legality was raised because it was thought cutting the theatre tax while keeping the amusement tax in force on sporting events and similar activities would be discriminatory.

Para. to Sell

(*Continued from page* 1)

mount, said no specific number of pictures nor time periods had been designated for his company's participation in Bartlesville's telemovie project. He added that he did not yet know what the initial Paramount picture to be shown would be. "While we may not feel that a flat price is the right way to sell entertainment sent into the home," the Paramount official said, "we always have been willing to cooperate with new methods of merchandising which promise to enlarge the audience of our product."

Paramount recently completed its Eastern demonstrations here of its own International Telemeter device for closed circuit transmission of films and other entertainment to home TV sets. The Telemeter system, as is known, provides a coin box attachment for the set and individual attractions are offered on an individually priced basis. In contrast to the Telemeter system, subscribers to telemovies are to pay a flat monthly fee of $9.50 for a package of 13 first-run films.

U. S. Invites Circuit Talks

(*Continued from page* 1)

eight distributor companies involved in the Paramount case, the department said, as well as to a number of other distributors. The society of independent motion picture producers has also been invited. The five theatre companies that were established as a result of the Paramount case consent decrees have been invited as well. Exhibitor organizations invited include Allied States Association, the Theatre Owners of America and the Southern California Theatre Owners Association.

Grew from NT Proposal

The department's action in calling the conference grew out of a proposal made to it sometime ago by National Theatres, requesting department permission to enter the production and distribution field. Under the terms of the Fox consent decree, such permission was necessary in order for National to enter production. The department has also discussed the question with Stanley Warner theatres, which has been interested in production and which is bound by the same qualifications in its consent decree. In addition, American Broadcasting-United Paramount Theatres has had some talks with the department, but under the terms of the Paramount decree, no department permission is necessary for AB-PT to enter production. AB-PT embarked on a production program a year ago, setting up its Am-Par corporation for the purpose. Am-Par scheduled seven pictures at first and has released four.

Join vs. Pay-TV

(*Continued from page* 1)

bers. The delegates also were informed that the Northern California Theatre Association has appointed a committee to urge San Francisco city officials not to grant toll-TV franchises.

Delegates listened to Federation secretary-treasurer William P. Sutherland as he predicted "the inevitable closing of many of our theatres, both movie and legitimate, should toll-TV become a reality."

Before the convention ends, a battle on the convention floor is expected between delegates representing the Hollywood Film Council, which has endorsed pay-TV, and the remaining exhibitor employed delegates who want no part of it.

"Movies pose as pay-TV's main meat and potatoes course," Sutherland declared, "and Hollywood is not likely to refuse service. Film makers once promised never to give aid and comfort to subscription television. Most studios now regard pay-TV as a valuable new customer and are ready to supply his needs. Paramount has even set up its own pay-TV subsidiary, International Telemeter."

IN OUR VIEW

A VIGOROUS indictment of the "continued dominance of television by chart-minded agencies and agency-minded producers" came to hand recently from the Writers Guild of America, West, located in Hollywood. It was the sharply-worded contention of the writers' organization that agency dominance was "choking creativeness and dooming the industry to patterns of hopeless mediocrity in entertainment."

The sentiments above recorded were unanimously endorsed by the board of the Television-Radio Branch, which gave every indication of intending to press vigorously a campaign to concentrate on "the preeminence of idea and story over the too readily granted sanctity of statistically-inspired and research-blessed scripts." That quote is too good to paraphrase, and here's another, even better: "Nobody in God's world has yet ever typed a hit show on an adding machine."

•

It is the contention of the writer group that a large part of the weakness in material, which, they claim, is alienating a large portion of the television audience, is because the writer is not permitted to stay with his product all the way through to final presentation before the public. The writers insist further that the ad agency policy of "looking down, talking down and playing down to the American public" is damaging in the extreme. One writer describes the policy as a "subtle and insulting form of censorship."

The writers continue: "If they (agency people) were anywhere near right (in their chart and comptometer calculations) they would have hit show after hit show on the air. No other type of entertainment is or ever has been written on as circumscribed a basis as a television show is written—by a writer hedged in on every side by men who are dramawise sterile and yet supervise every waggle of his pen." More art and less industry, from the standpoint of the writer and the production of dramatic material for television, is the burden of the writers' complaint.

•

There is much in what they say, these bitterly complaining writers, and much good sense in their plea for greater responsiveness and understanding of their efforts on the part of those in the agency top echelon who control the purse strings, for the client-sponsor. There is as a matter of fact altogether too much weak and shoddy writing coming from the television tube into the homes of the nation. And although it is true that the needs of the insatiable maw of television are beyond all measure great, making an average of excellence in material extremely difficult to come by, it is nevertheless true that no effort can be spared in seeking ever higher levels of attainment in basic material—in short, the story.

In this connection the concurrent effort of the New York section of the Academy of Television Arts and Sciences to establish a Writers' Workshop is of extreme importance and potentially of considerable value. But its value will be lessened materially if the agency moguls exercise dictatorial power over the output of the writer. The best is none too good—sometimes barely good enough—and the powers that be would do well to encourage, rather than discourage, the finest effort of these at the fountainhead, the writers.

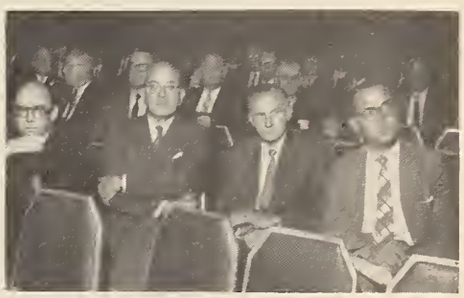
—*Charles S. Aaronson*

Television Today



A look in here, final day of NBC's "family" meeting in New York. Friday, after conversations, official and private, station executives buckled down to business and acquaintance with the NBC boys.





BUSINESS



Billy Goodheart, Jr., NBC's network sales chief, with Kenyon and Eckhardt's Jim Bealle, one of many agency men drawn by Friday's "open sessions." Right, Don Durgin, TV sales planner, who led off the array of brass presenting NBC's status and programs with wit and wisdom.

IN SESSION, right, top, NBC's station relations and corporate relations chiefs Harry Bannister and David Adams, and president Robert Sarnaff; center, Grey Advertising's R. David Kimble, Larry Valenstein, and Roy Block, with NBC's Howard Letts, second from right. AND, RELAXING, the unrelated Taokes (R. V., of KWY-TV, Cleveland, and F. A., of WBZ-TV, Boston), with NBC station relations director Don Mercer.

(*Report by Floyd Stone*)







and pleasure . . .

TPA Elects Directors, Sets $6,000,000 Budget

Election of three new members of the board of directors; election of two vice-presidents; and a 1957-1958 production budget of at least $6,000,000 are the highlight results of a ten-day management meeting concluded at the weekend by Television Programs of America, Inc. (TPA), TV film producers and distributors.

This was TPA's first management meeting since Milton A. Gordon, president of the company, acquired the interest in the company formerly held by Edward Small, Hollywood film producer and former board chairman.

The new directors, Mr. Gordon, himself a director of the company, announced, are Michael M. Sillerman, executive vice-president; Leon Fromkess, vice-president for production, and Bruce Eells, vice-president, Western Division.

Newly elected vice-presidents are Walt Plant, who had been manager of the central division, but is now vice-president for that division, and Kurt Blumberg, vice-president for sales coordination. He had been assistant vice-president.

WHAT THEY'RE SAYING ABOUT UNITED'S RADAR



CAPTAIN KARL RUNKLE
"One of the really great advances in commercial aviation."



CAPTAIN H. F. DE JONGHE
"...of inestimable help in giving passengers a smooth, on-time ride."



CAPTAIN J. E. HALE
"Radar sees into and through clouds, 'X-rays' weather ahead."



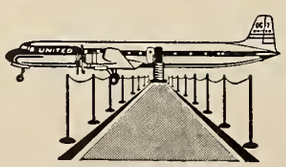
CAPTAIN DONALD SMITH
"It enables us to fly the calm corridors between storm centers."



FIRST OFFICER ROBERT VAN HOUSEN
"Now we avoid turbulence with minimum delay instead of detouring."

United's 2061 flight officers share great enthusiasm for airborne radar. Developed by United Air Lines in co-operation with Radio Corporation of America, weather-mapping radar for airliners has brought about a significant advance in air travel comfort and dependability. And by virtue of pioneering, United now has more radar in use than any other airline in the world. It's another good reason to choose United Air Lines when you travel!

WORLD'S LARGEST RADAR FLEET...



UNITED AIR LINES®

Copr. 1957, United Air Lines

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 82, NO. 54 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 17, 1957 TEN CENTS

ter Second Week

elemovies on't Affect hea. Gross

siness Found Slightly ove Last Year Average

Special to THE DAILY

ARTLESVILLE, Okla., Sept. 16. lemovies, which have completed a nd week of operation here, appar- y are not affecting attendance at city's theatres, both drive-ins and or houses.

hil Hays, manager of the local novie operation as well as the two e-ins and two downtown theatres, ıy stated business was slightly ve last year's average. He said he eved interest and publicity con-

(*Continued on page 7*)

iatron Meets But orum Not Present

ıt a special meeting of stockhold- of Skiatron Electronics & Televi- . Corporation called here yester- at the Fifth Avenue Hotel to fy several actions taken by the rd of directors regarding Skiatron Inc., Arthur Levey, president of ıtron Electronics, reported on the rd agreements drawn up. But a : of a quorum of stockholders

(*Continued on page 7*)

epublic Stock Purchase fer Regarded As 'Cold'

rospects of any deal for purchase H. J. Yates' controlling interest in ublic Pictures being closed this k are remote, company sources yesterday. It had been reported ier that a syndicate headed by eph Blau had set tomorrow as the

(*Continued on page 4*)

Television Today

Page 7

AA to Release 36 in a Year

Allied Artists will release 36 pictures in the next 12 months, reflecting the company's biggest production upsurge in the last five years, Steve Broidy, president, announced yesterday. At least one set for release each month will be in CinemaScope and color by De Luxe, he added.

The 36 forthcoming releases, which

(*Continued on page 4*)

Video by Air, Audio By Wire—New Pay TV

A request for approval of a new system of pay television known by the trade name of Teleglobe was filed yesterday with the Federal Communications Commission in Washington. The new system, according to

(*Continued on page 4*)

FCC Will Meet Today On Subscription TV

By J. A. OTTEN

WASHINGTON, Sept. 16 — Tomorrow is "subscription television" day at the Federal Communications Commission—the day the seven Commissioners try and decide their next step in the toll TV controversy.

Observers think the Commission

(*Continued on page 6*)

Exhibitors, Distributors Announce Date

Conciliation Plan Goes in Effect Nov. 1

Made Effective Without Waiting for Pact on Arbitration; Talks Continue

A nationwide conciliation system between exhibitors and distributors has been agreed upon and established and will be put into effect by the distributing companies on Nov. 1, for the benefit of any and all exhibitors, the joint exhibitor-distributor negotiating committee on conciliation and arbitraton announced yesterday after resuming meetings here.

The conciliation system is designed to handle any differences between an exhibitor and a distributor. No subject is barred. The conciliation system assures that any matter an exhibitor wishes to bring up will be fully considered, first at the branch level and then, if the exhibitor so desires, by the office of the general sales manager.

This new system of conciliation was worked out by the joint committee representing both exhibitors and distributors. Approval of the conciliation text was separately given by official

(*Continued on page 6*)

Independent Deals Blamed In Ad Billings

Part of the industry's problem in regard to excessive advertising billings is due to the increase in independent production in recent years, Gil Golden, Warner Bros. advertising manager and chairman of the Motion Picture Association's business-building subcommittee on advertising billings, said yesterday. When independent deals are accepted by the studios, he explained, all contractual obligations involving the talent are completed, and there is "little opportunity at that

(*Continued on page 4*)

Justice Invitation Hailed by Schwartz

The Justice Department's decision to invite leading industry companies to attend a conference on October 4 to discuss the question of production and distribution by divorced circuits was yesterday called a "very healthy and very interesting action" by Sol A. Schwartz, president of RKO Theatres, Inc. The invitations were received by most companies yesterday.

Schwartz said that the government's invitation to top industry lead-

(*Continued on page 7*)

Filming Foreign Lands in 55mm Not Easy, Says Zanuck

By JAMES M. JERAULD

(Picture on Page 4)

Darryl F. Zanuck flew over from Stockholm at the weekend to look at CinemaScope 55 rushes on "Deluxe Tour," which he is now producing for 20th Century-Fox. He began looking at the film at the Pilgrim Theatre in the Bronx, the only theatre in the world that can show it at present, and he will return to Stockholm where his seven-man camera and technical crew is waiting for him, he told the press in an interview at the Fox home office yesterday.

About 40,000 feet of negative has been exposed to date and another 15,000 feet probably will be shot before the outdoor work on the picture has been completed. Release is not planned until about a year from this month. The picture will go out on a roadshow basis to specially equipped theatres. Later it will be released on 35mm stock.

No actors have been chosen as yet, because of the uncertainties involved in weather conditions. The picture may turn out to be the most expensive ever made, Zanuck said. It will

(*Continued on page 4*)

Martin Theatres Plans Community Antenna

Special to THE DAILY

ATLANTA, Sept. 16.—Martin Theatres, which has 150 houses throughout Georgia, Florida, Tennessee, and Alabama, will install a television community antenna system in Fitzgerald, Ga., which is in the southern part of the

(*Continued on page 7*)

PERSONAL MENTION

NORTON V. RITCHEY, president of Allied Artists International, left New York yesterday for London and the Continent.

•

ROBERT MOCHRIE, M-G-M assistant sales manager, will return to New York today from Washington.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, will leave New York tomorrow for Cleveland and Pittsburgh.

•

ARTHUR LUBIN, producer-director of "Escapade in Japan" for RKO Radio, returned to Hollywood yesterday from New York. He plans to be back here again on Friday.

•

EMERY AUSTIN, M-G-M exploitation head, will return to New York today from Washington.

•

GORDON KNIGHT, assistant secretary of Britain's Board of Trade and head of that body's Film Branch, will leave London at the weekend for Washington.

See N.E. 'Raintree' Bow at Astor, Boston

Negotiations have been concluded between M-G-M sales executives and Dan Finn, co-owner of the Astor Theatre in Boston, for the New England premiere of "Raintree County" on Thursday night, Oct. 17, it was announced yesterday.

The premiere showing at the Hub City theatre will be an invitational affair with Eva Marie Saint, one of the stars of the film, on hand for the occasion. Plans for the event are now being discussed by Finn, his manager Lou Kreslow and M-G-M field executives.

Allan Melhado, 60

Allan Melhado, 60 years old, an investment adviser and a director of Loew's Theatres subsidiaries, was one of the victims of the Northeast Airlines plane crash near the New Bedford, Mass., airport Sunday night which took the lives of 10 persons. Funeral services will be held tomorrow at St. Paul's Church, Nantucket, Mass., where Melhado maintained a summer home.

New British Pact Ends Double Tax

From THE DAILY Bureau

WASHINGTON, Sept. 16.—The State Department made public a new tax agreement with the United Kingdom which could save money for some film companies.

Under a previous agreement, Britain does not tax royalties earned in the U.K. by an American company which lacks a permanent office in Britain. If a company has a permanent establishment in the United Kingdom, however, its royalty income is taxed there, and no U.S. credit is given on the British taxes. Under the new agreement, there would be no double taxation even if the U.S. firm operated in Britain through a permanent establishment.

The new treaty, which still must be confirmed by the Senate, would make the same change in the treatment of royalty income earned in the U.S. by British film companies.

Industry Pension Plan to Get Data on Dead Firms

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — An agreement between the Social Security Administration and the Motion Picture Industry Pension Plan, whereby the former will supply the latter with information covering workers' employment by companies whose records are unavailable due to the firms' having gone out of business, has been announced by pension plan board chairman Fred S. Meyer.

Social Security files go back to 1937. The pension plan goes into effect in 1960.

The Meyer statement says that more than 150 among the 1,500 industry employees who have filed service information with PP, and are unable to furnish complete information, will be able to do so, for a small fee, under the agreement announced.

MMPTA Plans Meet

The Metropolitan Motion Picture Theatre Association, Inc., will hold a meeting later this month at a date which has not yet been decided, according to Solomon M. Strausberg, vice-president of the association. Strausberg said that an agenda has not been worked out but discussions will probably revolve about the topics of New York State taxes on admission prices, possible exhibitor participation in the "Oscar" competition and cable television.

'Escapade' in Tokyo

The world premiere of RKO Radio's "Escapade in Japan" will be held in Tokyo between Oct. 20 and 25, at Theatre Tokyo of the Toho Circuit.

Todd to Toss Intimate Party in the Garden

Mike Todd is going to throw an "intimate party for some chums" in Madison Square Garden Oct. 17. He has leased the little hideaway for the occasion.

It will be the first anniversary of the opening of "Around the World in 80 Days," which, as everyone knows, takes in most of the countries of the world. That's where the guests will come from, too.

And there will be entertainment.

Nominate Leon Ames As SAG President

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—Leon Ames, who participated in formation of the Screen Actors Guild in 1933, and has been first vice-president for the past five years has been nominated by the guild's nominating committee for president, to succeed the five-year incumbent, Walter Pidgeon, whose stage work will keep him away from Hollywood indefinitely, SAG announced in an intelligence report mailed to its membership at the weekend. The nominating committee's complete slate of candidates is furnished members in the report. Election, conducted by mail, begins in mid-October.

Naming the processing of residual payments from television as the major time-consuming operation conducted by SAG heaquarters staff personnel, the report said, "The second greatest time consumer is constant negotiations concerning post-1948 theatrical pictures going into television. No general negotiations have yet been set with major companies. This whole subject will be a matter for full discussion at our forthcoming annual meeting in November."

Six for Astor

Fred Bellin, president of Astor Pictures, has confirmed that Screencraft Enterprises, Inc., of Hollywood, will deliver a minimum of six productions in the next 12 months, with one already completed and turned over to Astor. The completed film is "Giant of Devil's Crag." Another one, "She Demons," is now in production.

'Virgin' Now 'Costello'

Columbia's "Golden Virgin," now on the verge of release, will henceforth be known as "The Story of Esther Costello," title of the Nicholas Montsarrat book from which it is taken, golden statues, advance exploitation and advertising to the contrary notwithstanding.

Name Top Artists For 1926-30 Period

Special to THE DAILY

ROCHESTER, Sept. 16.—Win of the 1957 George Eastman Ho Medal of Honor for distinguished c tribution to the art of motion pict for the period 1926-1930, as cho by votes of their fellow artists of period, were announced at the we end.

The poll was conducted in conn tion with the forthcoming second nual Festival of Film Artists sp sored by the George Eastman Ho of Photography. The winners are ing performers, directors and cam men active in the industry dur those years.

Actresses named were Greta G bo, Janet Gaynor, Clara Bow, J Crawford, Norma Shearer, M Pickford, Lillian Gish and Gl Swanson. The actors were Will Powell, Fredric March, Gary Coop Ramon Novarro, Maurice Cheval Ronald Colman, Richard Barthelm Harold Lloyd and Charles Chap

Named as best directors were K Vidor, Frank Capra, Clarence Bro Frank Lloyd, Josef von Sternberg, cil B. DeMille, Frank Borzage, John Ford. Chosen for photogra were James Wong Howe, Will Daniels, George Folsey, Peverell M ley, Hal Mohr, Lee Garmes, Cha Rosher and Arthur Edeson.

Loew's Canada Divide

OTTAWA, Sept. 16. — Mar Loew's Theatres, Ltd., declared dividend of $1, payable Sept. 30 shareholders of record Sept. 9.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDIN
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vic Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Ed Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 fore Single copies, 10c.

Large Exhib Turnout at 'Hunchback' Sneak



own at the theatre prior to the performance are, left to right, Morey R. ldstein, Allied Artists vice-president and general sales manager, and Robert erman, RKO Theatres executive.

Leading exhibitors and other members of the industry jammed the RKO 86th Street Theatre last night to attend Allied Artists first sneak preview of the Paris Film production "The Hunchback of Notre Dame." Produced by Robert and Raymond Hakim, the new CinemaScope and Eastmancolor version of Victor Hugo's classic novel, stars Gina Lollobrigida as the gypsy street dancer, Esmeralda, and Academy Award winner Anthony Quinn, as the deformed bell-ringer of Notre Dame, Quasimodo. "The Hunchback of Notre Dame," was directed by Jean Delannoy, who won an Oscar for his direction of "Symphonie Pastorale." The picture, first filmization of the Hugo classic to be made on the actual scene of the story, will be Allied Artists' Thanksgiving release.



igene Picker, left, Loew's Theatres vice-president, greets Robert apiro, managing director of the Paramount Theatre.



In this group, left to right, are Frank Marshall, Ted Minsky, Bill Yuraski and Nat Fellerman, Stanley-Warner Theatres officials.



lartin Davis, Allied Artists Eastern director f advertising-publicity, snapped with lartin Levine, Brandt circuit official.



Jack Cusack, left, managing director of Astor and Victoria theatres, with Max Fellerman, Lopert Films vice-president.



Ben Gladstone, left, Century circuit official, in conversation with Wilbur Snaper, Triangle Circuit executive.

Critics Want Zanuck 'To Be Abe Lincoln'

Darryl F. Zanuck was talking about "Deluxe Tour" during his press interview yesterday when the questioning switched around to "Island In the Sun" and its social significance.

"Many of the critics said it lacked 'resolution'," Zanuck said. "You know, I didn't mind it when they used to call me a 'Little Napoleon', but I object when they expect me to be a new Abraham Lincoln."



M. P. Daily picture

DARRYL F. ZANUCK and 20th Fox advertising chief Charles Einfeld at yesterday's interview.

Ad Billings

(*Continued from page* 1)

stage for more reasonable considerations of the advertising difficulties they cause."

Golden made reference in his statement to the recent severe criticism of current practices in advertising billings made by Ernest Stellings, president of Theatre Owners of America.

"Advertising heads of the major companies have long been aware of exhibitor antagonism toward advertising billings," Golden said, "and we are appreciative of the exhibitor's recognition that billings as they exist in ads are for the most part in strict compliance with legal commitments."

Has a 'Partial Solution'

Partial solution, he continued, will lie in the recognition that billings as they are presently conceived combine two elements: "information of genuine interest to the public and providing credit to those who have made a creative contribution to a production and thus have an understandable desire to have their names associated with it. The present overemphasis of the size and number of names in billings is entirely the result of satisfying what Professor John Dewey calls "the individual's craving for recognition," according to Golden.

Golden concluded: "While all ad chiefs do agree with Stellings that this creates costly non-productive advertising expenditures and is a hindrance to the industry business-building program, it must be recognized that changing human nature is no overnight project."

Going West with Balaban

Golden also indicated yesterday that the trip to the West Coast which he will make with Barney Balaban, president of Paramount Pictures, acting as representative of the MPA executive board, will take place "within a few weeks." The two will present the studios with findings of the subcommittee on advertising billings.

On their return from the Coast Balaban and Golden will deliver a full report to their committees as well as to Stellings in time for the TOA convention in Miami Beach in November. Stellings has said the subject will be a major one up for consideration at the convention.

Filming in Lands Overseas

(*Continued from page* 1)

be the first in the CinemaScope 55 medium.

There are now three CinemaScope 55 cameras in existence and two of them are carried on the converted B-25 bomber with a glass nose, which is being used for the location shots. The third camera is in this country. Extensive changes are being made in the De Luxe Laboratories here for handling the negative processing and printing. To date Zanuck has been able to see rushes on 35mm stock, the prints having been reduced to that width in this country.

Weather No Longer a Factor

Ten 55mm projectors are now under construction. Improved lenses are being used in the cameras, so that it is possible to make pictures in good and bad weather, the bad being wind or clouds. Mist is the only problem in this new sharp focus system.

To date about $250,000 has been spent on the film, Zanuck said. Scenes have been made in Iceland, Greenland, Lapland, some of the Scandinavian countries, the Middle East and areas bordering on the Mediterranean, as well as the Egyptian Sudan, Belgian Congo and British East Africa.

Some of the problems encountered are extremely complicated. It is necessary to get permission to cross every country, to get special permits for low flying both from countries and cities, and to lay out the schedule so that the best weather conditions are obtained. At present Zanuck and his staff are waiting to photograph the southward trek of thousands of reindeer from Lapland.

World conditions affect the flying problems, he said. In Khartoum, Egyptian Sudan, he was allowed to land and to make pictures. Egypt refused permission to take pictures, but allowed the plane to refuel at Cairo. The plane arrived in Syria about three days before the current unrest and the ejection of some American diplomatic representatives. Because the plane still looks like a bomber after its reconversion Zanuck was advised to get out of Syria as quickly as possible.

He was more worried about the fate of his two 55mm cameras than the safety of the plane, so they left.

New Pay-TV System

(*Continued from page* 1)

Solomon Sagall, head of Teleglobe Pay TV Inc., eliminates the need for decoders used in other systems when the signal is broadcast, by transmitting only video signals on the broadcast channel and sending the audio signal by ordinary leased telephone wire. Thus the home TV set is left free of gadgets of any kind. Any viewer may watch the pay TV show but he won't hear any sound signal unless he is a subscriber to the system.

Sagall, a pioneer in international television and former head of Scophony, Ltd., claims the system is the most practical of any yet devised for subscriber television. He presently is discussing rate estimates with telephone engineers and claims that rates would be far lower than those now necessary for closed circuit or cable TV since only the audio signal would be sent by wire and coaxial cable would not be needed.

AA to Releas

(*Continued from page* 1)

are six more than the company h in the season just closing, will be t product of at least eight produce while the doors are left open to i dependent companies with addition properties, Broidy said.

Budgets will be flexible and d termined by star value and subje matter. "Our venture into the hig budget field with 'Friendly Persu sion' and 'Love in the Afternoo indicates that pictures of similar qua ity are desirable, and our future pr duction plans encompass films of su stature," the AA president declare

The new AA releases will inclu a backlog of 13 films, headed b "The Hunchback of Notre Dam and "The Tall Stranger." Both these are in CinemaScope and colo and other upcoming productions these two processes scheduled inclu "79 Park Avenue," "Cole Younge Gunfighter," "Queen of the Un verse," "Quantrill's Raiders," an "Persian Gulf."

Four from Parsons, Burrows

Four films will be supplied AA b Lindsley Parsons and his associat John H. Burrows. They are "Slade i Montana," "The Incredible Yanqui, "Desperate Women" and "The Fa Wanderer."

Other upcoming productions in clude Harold Robbins' "Never Lov a Stranger," and "The Line Be tween," to be done by Archie May Roger Corman is to produce fou films for the company, the first o which is "The Cry Baby Killer. David Diamond will make "Th Giant Behemoths." Nacirema Produc tions will provide one picture, "Th Golden Disc."

The other 13 films now awaitin release are "New Day At Sundown, "Naked In The Sun," "Oregon Pas sage" and "Sabu and The Magi Ring,"—all in color—"The Beast o Budapest," "Affair in Havana," "Hon Kong Incident," "Up In Smoke, "The Barbarians," "On The Make and "Stolen Time."

Republic Stock

(*Continued from page* 1)

closing date for their offer to pay $8 per share for the estimated 600,00 shares controlled by Yates.

Company spokesmen said there have been no developments of any kind in connection with the offer made to Yates some weeks ago and that they did not expect a deal to be made. A meeting of the Republic board of directors is scheduled for tomorrow.

THE GEVAERT CO. OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT 321 West 54th Street New York 19 New York

GEVAERT 150 No. Wacker Drive Chicago 6 Illinois

GEVAERT 6370 Santa Monica Blvd. Los Angeles 38 California

GEVAERT 9109 Sovereign Row Dallas Texas

GEVAERT (CANADA) LIMITED 345 Adelaide St. West Toronto 2-B Ontario

Professional MOTION PICTURE FILMS *release positive*

EVIEW:

The Story of Esther Costello

Romulus—Columbia

HIS PICTURE presents Joan Crawford in two images that have rved her well in past films during her long screen career. One is that the woman whose strong maternal instinct demands expression. The her is that of the good woman who loves a man, is deceived by him, id takes a terrible revenge.

Source of this latest Crawford vehicle is a novel also called "The Story Esther Costello," written by Nicholas Monsarrat, author of "The ruel Sea." It was handsomely produced in England by David Miller, ho also directed the picture for Romulus and release through olumbia.

To say that Miss Crawford's role places her in familiar territory is ot to imply that the plot of this film is trite. On the contrary, it most rtainly is not. For the child involved is a young Irish girl who is eaf, dumb and blind. Miss Crawford is a wealthy American woman, ildless and separated from her husband, who brings the orphaned rl to the United States to take care of her. She enrolls the child in school for such afflicted children, and a great deal of the early part the picture is taken up with scenes showing how the girl is taught communicate through her hands.

The relation between the woman and the child is soon close and yllic but subsequently it is shattered by the arrival of the lady's hus- nd on the scene. An unprincipled scoundrel, he persuades Miss Craw- rd, who is at first suspicious but then rewon by his charm, to start fund for the benefit of other children with similar disabilities. This mpaign becomes "big business" on a world-wide scale, and Miss Craw- rd and the girl are made the dupes of racketeers brought in by the sband to make off with a big percentage of the money collected for e charitable cause.

S CAN BE SEEN, this is primarily a woman's picture, a well-made soap pera which the ladies will find compelling most of the way. Some of em, however, may well be distressed by the lurid resolution of the ot in which a rape and an apparent suicide and murder play a part. hese latter elements naturally make the picture unsuitable for ildren.

Here's how script-writer Charles Kaufman has worked it out: The sband becomes attracted to the girl and when she resists his advances e brutually attacks her. The "shock" restores the girl's senses. Horrified on discovering what has happened, Miss Crawford forces the husband to a car at gunpoint. Later the audience is told they have died in an ccident." But the inference is plain that Miss Crawford brought about eir deaths deliberately.

Miss Crawford, as is her custom, attacks her role with forthrightness id precision. And she changes her costume (the wardrobe is most unning and expensive-looking) as often as plot logic will allow. The le of the young girl is enacted by a newcomer, Heather Sears, in a oving performance.

Rossano Brazzi is exceedingly debonair in his role as the husband, id Lee Patterson plays a reporter who falls in love with the girl and ands by her at the terminal tragedy.

unning time, 103 minutes. Adult classification. Release, in October.

RICHARD GERTNER

eorge Sherman Prods. ormed to Make 6 Films

From THE DAILY Bureau

HOLLYWOOD, Sept. 16.—Direc- George Sherman has announced formation of George Sherman oductions to make six pictures, in- ding "Night Wind," by Ernest nn. Sherman will produce and di- t.

"10 Days to Tulare," which United tists will distribute, starts Oct. 7 Mexico, with author Lawrence scott as associate producer and arence Furist as co-producer of picture.

Introduce Actress

The French Film Office yesterday used a cocktail reception at its Madison Avenue office to introduce to news writers and film distributors here Miss Nadine Tallier, 25-year-old singer and comedienne, who has made 16 films in France.

'Sayonara' for Hall

"Sayonara," starring Marlon Brando in the Warner Bros. film presentation based on James A. Michener's best-selling novel, will have its world premiere at Radio City Music Hall in New York late this year.



Walt Disney presents

a spectacular entertainment "first"

The story of

PERRI

. . . the heartwarming true story of a real-life squirrel . . . her friends . . . her enemies . . . her adventures—with music and laughter and a whole forest full of delightful surprises!

Selected Picture of the Month for October by

seventeen

Plus two delightfully unusual featurettes

NICK

and

The TRUTH ABOUT MOTHER GOOSE

in color by Technicolor®

Distributed by Buena Vista

Selected by SEVENTEEN as SCHOOL for classroom discussion

Conciliation Plan Will Go Into Effect on Nov. 1

Provision for Third Parties At Meetings

(*Continued from page* 1)

action of the exhibitor organizations. Each of the distributing companies has recorded its decision to put the system into effect on Nov. 1.

Industry representatives on the joint committee unanimously agreed that conciliation should be put into effect on November 1 without waiting until agreement could be reached on an arbitration system.

"We consider this action today as one of the most important achievements in national exhibitor-distributor relations of the motion picture industry," the joint committee said. "We are happy to emphasize that this agreement on conciliation is the result of a series of frank, constructive discussions between responsible representatives of the exhibition and distribution branches of the industry."

The joint committee, encouraged by the progress made in working out a conciliation plan, have pledged themselves to continue unabated the effort to agree upon and establish an industry-wide arbitration system.

Exhibitor Groups Present

Exhibitor organizations represented in the conference were: Allied States Association, Independent Theatre Owners of America and Theatre Owners of America. Distribution companies included in the arrangement were: Allied Artists, Columbia, Loew's, Paramount, Republic, RKO Radio, Twentieth Century-Fox, Universal, Warner Bros. and United Artists Corp.

Present at yesterday's meeting were the following: for distributors—Abe Montague, Columbia; Charles M. Reagan, Loew's; Robert J. Rubin, Paramount; Adolph Schimel, Universal; and Howard Levinson, Warner Bros.

For exhibitors—Ernest G. Stellings, Herman M. Levy, John Stembler, Albert M. Pickus, George G. Kerasotes and Joseph Alterman, TOA; Abram F. Myers, Nathan Yamins, Edward W. Lider and Wilbur Snaper, Allied; Max A. Cohen, ITOA.

The conference will reconvene today at 10:30 a. m. in the MPAA board room.

The complete text of the conciliation agreement follows:

Section 1. Controversies which an exhibitor has not been able to settle with a particular distributor, arising out of an existing or a proposed relationship between such exhibitor and distributor, including (but without limitation) controversies which are subject to arbitration under a proposed arbitration agreement, shall, if the exhibitor so desires, be submitted to conciliation in an endeavor to dispose of such controversies amicably, informally and quickly, and thereby to avoid arbitration or litigation wherever possible.

Section 2. Conciliation shall be conducted as follows: (a) An exhibitor desiring a meeting for the purpose of conciliation shall send to the branch manager of the distributor at the exchange from which the exhibitor's theatre is served, a written request for such a meeting, and shall state in such request the controversy or controversies with such distributor to be conciliated, and may name therein one person not an attorney who will accompany him and assist in the efforts of conciliation.

Third Parties Admitted

By mutual agreement of the exhibitor requesting conciliation and the distributor, third parties who may be affected by the matter to be conciliated may be invited to attend the conciliation meetings. The failure of either party to agree to the invitation of such third parties shall not reflect on the merit of the position taken by such party and the conciliation meeting shall proceed without such third party or parties.

The exhibitor, in his request for conciliation, may name third parties who may be affected by the matter to be conciliated to be invited to the conciliation meeting.

If the branch manager agrees that any such third parties should be invited he shall promptly send a copy of the exhibitor's request for conciliation to such third parties, specifying the time and place of the conciliation meeting.

The branch manager may also name third parties who may be affected by the matter to be conciliated, and upon procuring the written assent of the exhibitor as to any of such third parties, shall promptly send a copy of the exhibitor's request for conciliation to such third parties, specifying the time and place of the conciliation meeting.

Each third party so invited may attend the conciliation meeting with one person not an attorney. The conciliation meeting shall proceed on the scheduled date with the exhibitor and those third parties invited who elect to attend.

(b) The meeting shall take place in the exchange between the exhibitor, his associate if named, and the branch manager and one person not an attorney with the branch manager, on the first Monday or Friday, as specified by the distributor in advance, following the lapse of seven days, and if third parties are invited fourteen days, after the receipt of such request.

Branch May Ask for Time

(c) If a conclusion satisfactory to both parties is not reached at the conciliation meeting, the request of the exhibitor shall be deemed rejected unless the branch manager at the meeting requests additional time to consider the exhibitor's request, in which event the branch manager shall notify the exhibitor as speedily as possible but not later than 21 days after the conciliation meeting of the conclusion reached by him on the exhibitor's request.

(d) If the exhibitor or any third party invited to and who did attend the conciliation meeting is dissatisfied with the disposition of the exhibitor's request at the conciliation meeting by the branch manager or thereafter, as provided in (c) he may apply in writing to the general sales manager of the distributor for a further meeting with respect thereto. Such meeting shall be held at the distributor's home office at a time to be fixed by the general sales manager on seven days' written notice to the exhibitor, and shall be attended by the exhibitor or anyone designated by the exhibitor to represent him and not more than one other person (who may be an attorney), and the general sales manager or a sales manager designated by him, and not more than one other person of his selection (who may be an attorney).

Attorney Permitted to Attend

Third parties who were invited to and did attend the conciliation meeting shall be invited to attend the meeting at the distributor's home office aforesaid. Each such third party or anyone designated by such party and not more than one other person (who may be an attorney) may attend such meeting.

(e) The exhibitor and the distributor may arrange the conciliation meetings with the branch manager or general sales manager, respectively, at any time or place and with such additional personnel mutually satisfactory, without regard to subdivisions (a) to (d) inclusive of this Section.

Section 3. The function of the associates of the exhibitor or third parties and the distributor shall be limited to the endeavor to assist in the disposition of the controversies being conciliated. Neither the exhibitor nor the distributor shall be under any obligation to dispose of the controversy under conciliation in the manner proposed by the other party, and the judgment and good faith of any party shall not be questioned by reason of the failure to dispose of any such controversy.

Discussions Confidential

Section 4. (a) The discussions in regard to conciliation shall be confidential and without prejudice, and the exhibitor and the distributor and third parties invited and who attend, and their respective associates, by participating in the conciliation meetings agree that nothing said, written or done by any party in or in connection with the conciliation shall constitute an admission or statement against interest, or be used as such.

(b) Conciliation hereunder is not intended to change, interfere with or delay the usual negotiations between an exhibitor and a distributor for the licensing of pictures.

(c) Conciliation hereunder shall not bar an exhibitor from resorting to arbitration or to litigation.

Exhibitor May File Appeal to Sales Manager

FCC Toll-TV Meet Today

(*Continued from page* 1)

may reach some general decision tomorrow, but put off any detailed announcement for some weeks. If a decision is reached, it's considered most likely to be a decision to go ahead with some sort of public test of toll TV.

This would almost certainly give rise to demands for Congressional intervention.

Chairman Doerfer indicated last week he opposed suggestions that the Commission buck the whole matter to Congress now. He said he felt the Commission should decide one way or the other in the near future.

Proponents of toll television within the Commission made it clear they intend tomorrow to push for agreement to hold early public tests. They said they thought they might win Commission agreement that the staff should draw up an announcement outlining the condition for such tests. In that event, the general decision might be announced or "leaked" late tomorrow, but it would be some weeks before the actual announcement of the test conditions is forthcoming.

That's because it would take the staff some time to draw up the detailed proposal, and then individual Commissioners would want to go over and discuss the staff plan before it was released as an official Commission policy.

If the Commission doesn't actually decide tomorrow in favor of a public test, the next most likely outcome would be a request to the public for additional information on various test aspects.

SPECIAL TRAILERS
Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
FILMACK

Telemovies

(*Continued from page* 1)

rning the local telemovie project as responsible for the slight increase reported.

Local citizens are still seeking hookups to the service. Installations are running as far as 10 days behind schedule. While telemovie officials will not release the exact number of persons on the service, it is believed about 450 have been connected to date. About 300 are said to be on the waiting list.

'Testing Stage,' He Says

Hays has stated the number of connections or subscribers will not be revealed until after Oct. 1, because the project is now considered in a testing stage. A test of attendance, after a movie has shown on telemovies will be made this week when Warner Bros. "Pajama Game," which was the first telemovies film, will be shown in the city's top theatre, the Osage, a 1,000-seat house.

Meanwhile, the telemovies project has been assured of a second month of first-run pictures, Hays said. The attractions, from four major studios, Universal, United Artists, Columbia and Warner Bros., are "Man of 1,000 Faces," "Man Afraid," "3:10 to Yuma," "Jet Pilot," "St. Joan," "Sweet Smell of Success," "Interlude," "Helen Morgan Story," "Joe Butterfly," "Black Patch," "Twelve Angry Men," "Slim Carter" and "Trooper Hook."

17 'Second Run' Films

The second-run channel, which has listed 17 films, includes product from Universal, Warners, Republic, Buena Vista and Columbia.

L. J. Duncan, an exhibitor from West Point, Ga., who operates a chain of four theatres in Georgia and Alabama, inspected the telemovie facilities, which are housed in a converted theatre and stated, "If this project works out economically, you can bet your bottom dollar, we will install the third system in the world. We will begin as soon as Video Independent Theatres announces where and when the second installation will be located."

Justice Invitation

(*Continued from page* 1)

rs indicates that "at last many people are becoming aware of the industry's need of additional product to enable exhibitors to remain in business."

Many distributors contacted yesterday were equally interested in the Justice invitation. Robert Benjamin, chairman of the board of United Artists, expressed similar interest in the meeting and said that either he or Arthur Krim, UA president, would attend. Asked whether UA has considered one day acquiring theatres of its own, the board chairman replied "no" emphatically.

Other distributors indicated they also are studying the letter with an eye toward choosing representatives to send to the Washington conference.

MPRF's Hersholt Bust To Be Unveiled Sept. 29

From THE DAILY Bureau

HOLLYWOOD, Sept. 16. — The late Jean Hersholt's long leadership in Motion Picture Relief Fund activities will be commemorated on Sept. 29 at the Motion Picture Country Home by the unveiling of a bust of Hersholt during ceremonies conducted by MPRF president George L. Bagnall.

The Hersholt family, intimate friends and the MPRF board will attend.

Rockne, Chicago, Sues Distributors on Run

Special to THE DAILY

CHICAGO, Sept. 16—An anti-trust complaint has been filed in the United States District Court in Chicago by attorney Seymour Simon on behalf of Melbro Amusement Corp., operator of the Rockne Theatre, against Balaban & Katz, Loew's, Universal, 20th Century-Fox, United Artists, Columbia and Paramount.

The suit complains that the major distributors refuse to offer their pictures to the Rockne Theatre for second run showing here at the same time as they are shown at the B&K State Theatre.

Bonded Film Shifts Executive Personnel

The "tremendous growth in a short time" of Bonded Film Storage Co. and its subsidiaries has necessitated a complete streamlining in all its departments, according to Chester M. Ross, president of Bonded.

Affected by the changes are the parent company as well as Bonded TV Film Service, Video Expediting, Inc., Teleshippers, Inc., and Bonded Film Distributors, Inc. No changes were made in three other organizations, Bonded Motion Picture Properties, Inc., United Storage Co. and Bonded Sales Co, Inc.

Under the new personnel setup, Ross remains president of all the companies, while Emanuel Kandel retains the post of vice-president. Benjamin Kandel is now supervisor of the warehouse operations division of all companies. Aaron Rey is manager of all city operations.

In the new control section, Seymour Lisker becomes controller for all 35mm work; Carl Feuer is controller for 16mm and television operations. Reporting to the operations manager is Milton van Praag, supervisor of Bonded Film Distributors; and Phil Tenierello, supervisor for Teleshippers.

Lazarus Calls Meet

Paul Larazus, chairman of the advertising and publicity directors committee of the Motion Picture Association of America, has called a meeting of the exploitation heads today at 2:00 P.M. on Golden Jubilee plans.

Television Today

Skiatron Meet

(*Continued from page* 1)

present or proxy statements led to adjournment of the meeting until Sept. 25.

Under an existing contract, Skiatron TV, Inc. has agreed to pay Skiatron Electronics Corp. a royalty of 5 per cent of the gross income derived from "over-the-air" telecasts utilizing the latter firm's patented Subscriber-Vision system. Although the "on-the-air" method would require approval by the Federal Communications Commission, no such permission is required for wired transmission. The board of directors of Skiatron Electronics has now worked out a new agreement whereby Skiatron TV would pay only 2½ per cent of the gross income derived providing transmission is by wire.

Capital Situation a Factor

The reduction in percentage, said a spokesman for Skiatron Electronics, is the result of an additional capital outlay Skiatron TV would be required to provide. Both firms have said they intend to conduct "over-the-air" transmission of Subscriber-Vision when and if the FCC gives transmission approval.

Following Levey's report on the board of director's action the meeting was adjourned. The necessary quorum was approximately 650,000 proxy statements but only 435,222 were counted. Levey explained that the lack of a quorum resulted because it had been hoped that the Securities Exchange Commission would accelerate the process of approving proxy statements. The unexpected delay by the SEC, however, meant that sufficient proxy statements could not be received by Skiatron Electronics Corp. in time for yesterday's meeting.

Attempted to Meet

Levey added that both firms attempted to hold the stockholders meeting before a number of other meetings were held around the country. By this statement, Levey was referring to the FCC meeting this week to study the pay-television problem and to the meetings of the city councils of Los Angeles and San Francisco in which the pay-TV systems and various franchise problems are to be worked out.

Unger Favors End Of TV Barter Deals

"Barter deals" downgrade values of both films and station time and are detrimental to the entire television industry, Oliver A. Unger, executive vice-president of National Telefilm Associates, said yesterday.

NTA has experimented with the deals through a separate division of the company in several sections of the country. Both advertisers and film distributors favor a complete halt of the experiment, declares Unger.

"The healthiest economy that our industry can attain is through proper purchase at regular rates and announced station packages by advertising agencies trained in the specifics of time buying. Inevitably such purchases by specialists will have the best sales results both for the station and advertisers," he added.

See Guest Star Habit Waning

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 16.—Forecast of a rebellion against high-priced guest stars during the coming live-TV season, which will put the spotlight on creative ability as the quotient of survival for the large number of musical shows scheduled, was made by Charles Isaacs, producer-head writer for the new Gisele MacKenzie Show, air-dated for 9:30-10 P.M., Sept. 28.

Isaacs, youthful veteran of top comedy shows, including the Durante, All-Star shows, and the recent "Hey, Jeannie!" filmed series, supported his crystal ball-istic with the following analysis: The air is going to be full of singers this year. Chit-chat interludes on musical shows will begin to sound like last year's echo—and then, the frantic demand for fresh ideas to earn those ratings.

Costs to Be Screened

Nearly all the musical shows are depending on an available list of guest stars for viewer bait, but, too many competing "guest shows" can ruin ratings. Consequently, guest costs will be screened for rating values, and the hope for survival will put the accent on creative ideas.

Isaacs drew attention to his own approach at by-passing the possible competitive challenge: "The Gisele MacKenzie Show will avoid familiar formats and patterns. We'll use guest stars for 'offbeat' appearances. Music will occupy 50% of the show's time. The rest will be devoted to solid comedy."

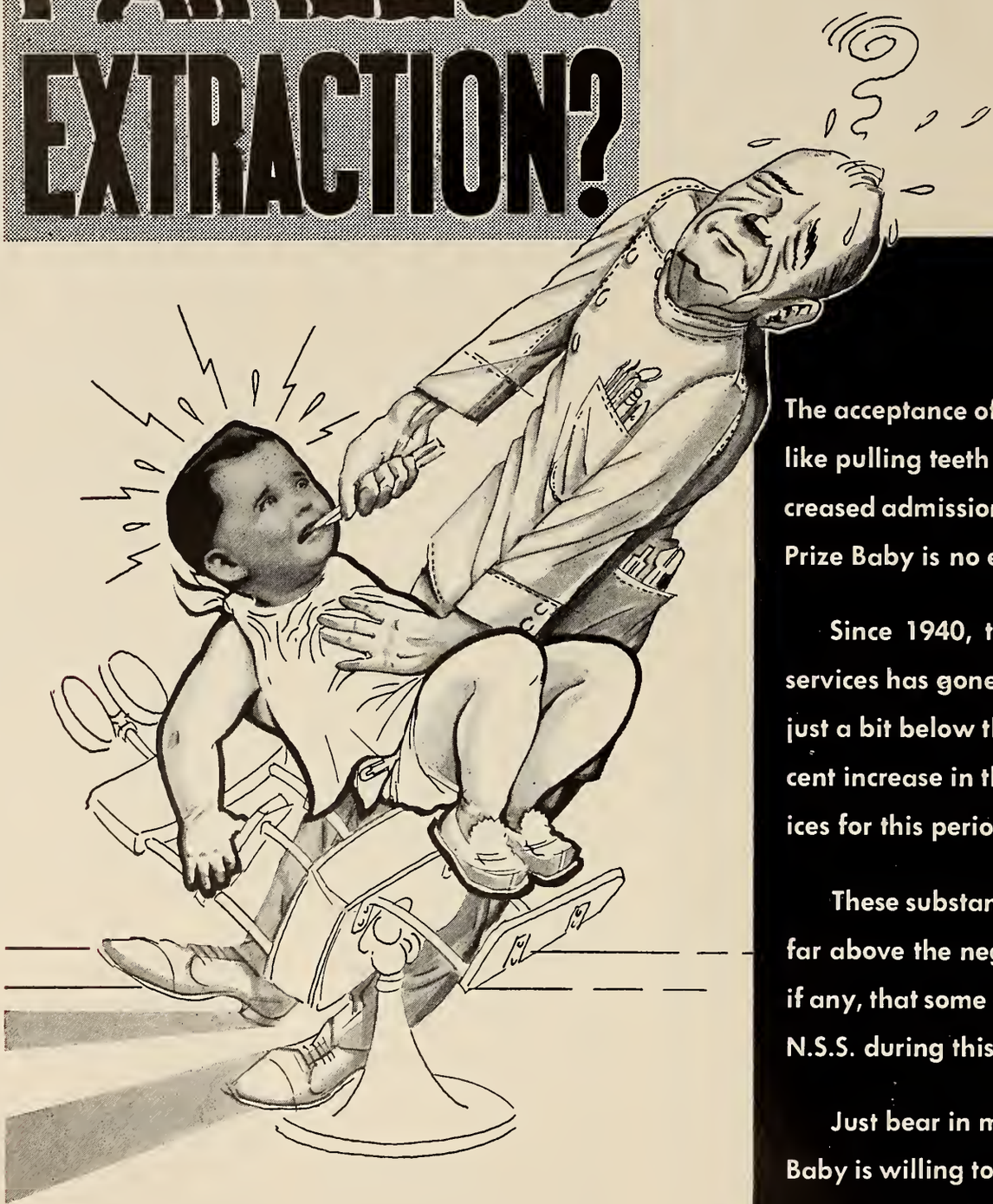
Martin Theatres

(*Continued from page* 1)

state, it was reported by C. L. Patrick, general manager of the circuit.

Patrick said there are from 3,000 to 4,000 TV sets within the area around Fitzgerald, where viewers have reported difficulty in obtaining signals from distant TV stations. The antenna system will supply service to local citizens over a closed circuit with the fee amounting to around $1.25 a week. The antenna system is readily adaptable to systems for showing special programs over a closed-circuit, such as telemovies.

PAINLESS EXTRACTION?



The acceptance of increased costs is like pulling teeth... like getting increased admission prices... and the Prize Baby is no exception.

Since 1940, the cost of dental services has gone up 78 per cent... just a bit below the average 86 per cent increase in the cost of all services for this period.*

These substantial price rises are far above the negligible increases, if any, that some of you have given N.S.S. during this same time.

Just bear in mind that the Prize Baby is willing to give his eye teeth to deliver the kind of service that fills theatre seats at low cost!

*FIGURES COMPILED FROM THE CONSUMER PRICE INDEX, BUREAU OF LABOR STATISTICS, U. S. DEPT. OF LABOR

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 55 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 18, 1957 TEN CENTS

Name Full Membership of Expanded Appeals Board

6 Exhibitors and 4 Non-Member Producers Join 10-Man MPA Units; Tenure 1 Year; May Be Renamed

Offieial establishment of the new Production Code Review Board, which has been expanded from 10 to 20 members to inelude exhibitor and independent produeer representatives, was announeed yesterday by Eric Johnston, MPA president. The new board consists of an equal number of members and non-members—six exhibitors, four independent producers, and ten members of the MPA.

Pictures of the ten new members of the Production Code Review Board appear on page 3.

The board will hereafter have sole authority to hear and decide appeals from deeisions of the Produetion Code

(*Continued on page* 3)

ecrecy Invoked

lo FCC Edict n Toll-TV; 'alks Continue

e Announcement Likely fter Today's Session

From THE DAILY Bureau

WASHINGTON, Sept. 17. — The en members of the Federal Comnications Commission, meeting e today to diseuss their next step the eontroversy over subseription evision, had reached no definite ision at the end of the day's sesn. They will meet again at 10 M. tomorrow to resume the dissions.

No information regarding today's sion was given out, since all mems of the FCC and staff personnel re pledged to secrecy.

While a deeision may be reached tomorrow's session, it is believed

(*Continued on page* 6)

U.A. to Launch New Suburban Previews

United Artists yesterday announced iew plan to sehedule special preview owings of new pictures in suburban atres in order to develop "word-of-uth" to attraet patrons to first-run wntown theatres as well as those in

(*Continued on page* 3)

eMille Lauds Goldwyn t Coast 'Trust' Trial

Special to THE DAILY

SAN FRANCISCO, Sept. 17—Cecil DeMille flew up here today from llywood to appear as a witness in muel Goldwyn's anti-trust suit

(*Continued on page* 3)

Television Today

Page 6

U. S. Receives Requests To Delay Circuit Talks

From THE DAILY Bureau

WASHINGTON, Sept. 17 — Justice Department officials said they have received some requests for a short postponement of the October 4 conference on production by divorced circuits. Justice officials said the requests were based on the grounds that the meeting would conflict with observance of the Jewish Holy Days and would prevent some interested parties from attending. Top department officials now have the request under study, it was reported.

Representatives of all industry branches have been invited to present their views.

MMPTA Meet to Discuss Production By Circuits

Metropolitan Motion Picture Theatre Association has seheduled a meeting for Sept. 24 at which members will diseuss the proposed Department of Justice meeting in Washington to eonsider authorizing divoreed circuits

(*Continued on page* 6)

Equipment Industry Sets Rogers Drive

Theatre equipment manufacturers and dealers will launch a drive for eontributions to the Will Rogers Hospital and Research Laboratories among their employees on an individual basis, instead of general company contributions as in past years. This was reported yesterday in a release from the Theatre Equipment and Supply Manufacturers Assoeiation, whieh stated that committees have been appointed to begin work on the drive.

Christmas Salute scrolls will be forwarded to all theatre equipment manufacturers and dealers with the re-

(*Continued on page* 6)

Conciliation Major Step, Says Stellings

Ernest Stellings, president of Theatre Owners of Ameriea, hailed the formal announeement of a conciliation system as "a first major step toward industry harmony and cooperation. "It is proof positive," he declared, "that men of good will, sitting around a eonferenee table in a spirit of eompro-

(*Continued on page* 3)

Arbitration Talks Continue; To Adjourn at Noon Today

The joint exhibitor-distributor committee on conciliation and arbitration continued work on the draft of an industry arbitration system at both morning and afternoon sessions here yesterday. No official statement on developments was issued, however.

The committee will resume talks today for a morning session only and then temporarily adjourn, it was reported. A statement on progress to date on the arbitration draft is expected to be issued today.

EDITORIAL

Re-opening the U.S. Decrees

By Sherwin Kane

THE SCHEDULING by the Department of Justice of an all-industry meeting to discuss the question of authorization for those divorced circuits now prohibited from doing so to engage in production and distribution is a move that is long overdue.

It is not only that a shortage of product has been apparent for the past several years and that in that time both National Theatres and Stanley Warner have repeatedly petitioned the Department to authorize them to do something about it, but also that changes which have occurred in the industry since the entry of the Federal consent decrees which prohibit some of the divorced circuits from engaging in production make a re-examination of that prohibition desirable.

The decade of television, for example, has pointed up the great resi-

(*Continued on page* 2)

PERSONAL MENTION

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres, is scheduled to leave here today for the Coast, returning in a week.

•

LEOPOLD FRIEDMAN, president of Loew's Theatres, and several company directors, are in Nantucket, Mass., today for the funeral of ALLAN L. MELHADO, fellow board member.

•

S. H. FABIAN, president of Stanley Warner Corp., and MRS. FABIAN will leave New York today aboard the "Queen Mary" for England and the Continent.

•

DAVID A. LIPTON, Universal Pictures vice-president, will return to the Coast today from New York.

•

NATE B. SPINGOLD, vice-president of Columbia Pictures, and MRS. SPINGOLD will leave New York today aboard the "Liberte" for Europe.

•

JOHN P. BYRNE, M-G-M assistant sales manager, has left New York for Boston and Albany.

•

HERB STEINBERG, Paramount national exploitation manager, will be in Philadelphia tomorrow from New York.

'Spee' Campaign Is Test for Rank

Pictures released by Rank Film Distributors of America "have been doing very well, and we are quite happy about the acceptance given them by exhibitors around the country," Irving Sochin, general sales manager, told the trade press at a conference here yesterday. Today, Sochin added, the company has outlets in all exchange cities and in many sub-key cities.

RFDA is currently concentrating on "Pursuit of the Graf Spee," according to Sochin, who said the picture is set to open in 200 theatres below the Mason-Dixon line starting Oct. 16 in New Orleans at the Saenger Theatre. The multiple booking is designed as a test to see what is the maximum number of accounts RFDA can handle with a top feature.

Publicity for bookings in the south will include a tour by April Olrich, featured player in the film, and columnist George Fielding Eliot. The campaign will emphasize poster and radio, with some use of TV also.

EDITORIAL

(CONTINUED FROM PAGE 1)

dual values in a film backlog now and for the future. It constitutes a primary asset of a production-distribution company. Its true value either was unknown beyond the worth of an occasional reissue or a modest sale to the non-theatrical market, or else was little more than the subject of conjecture at the time when the consent decrees were negotiated.

And on the other hand, there was at the time little indication that exhibition and the operation of national theatre circuits faced an almost immediate economic crisis, one that would force divestitures and closings of theatres far beyond any contemplated by the decrees themselves. American Broadcasting-Paramount Theatres, for instance, has shorn itself of several hundred theatres in excess of the 700-800 which its decree required it to divest.

Such factors, had they been known at the time, obviously would have influenced not only the provisions of the decrees but also the division of funded debt and numerous other fundamental considerations of divorcement between the new theatre companies, on the one hand, and the new production-distribution companies, on the other.

•

There is to be considered, also, the currently burgeoning fields of pay TV and closed circuit TV and the ever-present possibilities of expansion of foreign markets for films, which enhance the position and outlook of the production companies. There is no comparable new market or expansion opportunities on the horizon for exhibition, nor has there been since the entry of the first Federal divorcement decree.

Exhibition, rather than having new opportunity within its own industry presented to it on a platter by technological progress and changing public taste, has been obliged in recent years to look outside the industry for diversified investment to act as a hedge against its shrinking boundaries.

There is no apparent good reason why exhibition should be barred arbitrarily from a share in the fruits of the newly realized production horizons, especially at a time of trial for itself, a time of insufficient programming choice, and in the face of absence of identical restraints on two of the divorced circuits, namely, AB-PT and RKO Theatres, neither of whose decrees contain a ban on production as do those of Stanley Warner, National Theatres and Loew's.

There is, in fact, no good reason why the Federal consent decrees should not be reopened, revised and modernized in their entirety. The industry today bears little reesmblance to the industry of the decree days. The decrees already are archaic. Huge numbers of the small exhibitors whom they were intended to assist, are out of business and more are disappearing every year.

•

Many of the remaining small exhibitors are handicapped, rather than helped, by the Federal decrees' restraints on production and distribution. Limited product supply certainly is influenced to a considerable extent by the fact that production companies no longer have theatres for which an assured flow of product must be supplied. Many exhibitors today resent the fact that the decrees make it impossible for them to contract for a year's supply of product in advance.

The decrees have failed because the ancient problems of the industry are still present in large numbers, complicated moreover by new ones. The decrees are in urgent need of thorough revision—have been for several years. Distributors should be permitted to reenter exhibition, if only to the extent of acquiring showcase and experimental marketing houses for their exceptional product, to be played according to their own policies.

The meeting in Washington next month could be a historic one for the industry.

The Federal government and judiciary willing, it could be a most helpful one.

Dais List Grows for Tribute to Rosen

A large group of industry leade have already accepted invitations to on the dais at the New York Cine Lodge of B'nai B'rith tribute to Sa uel Rosen, executive vice-president Stanley Warner Theatres, to be h at the Hotel Sheraton Astor Tuesd night, Oct. 2, it was announced yest day by Jack H. Levin, chairman of event. Rosen will be presented w the Cinema Lodge "honor scroll" his years of service as a leader in dustry and communal charitable humane endeavors.

Among those who have accep invitations are Robert S. Benjan Harry Brandt, Richard Brandt, W liam Brandt, Walter E. Branson, I Brecher, Max A. Cohen, Robert Coyne, George F. Dembow, Leop Friedman, Emanuel Frisch, Willi J. German, Leonard Goldenson, Irv H. Greenfield, Roy M. Haines, Art Israel, Jr., Leo Jaffe, Harry M. K mine, Arthur Krim, Paul N. Lazar Jr., Abe Montague, Bob O'Donnell, K. O'Shea, Eugene Picker, Wal Reade, Jr., Samuel Rinzler, Hern Robbins, George J. Schaefer, Sherman, Sol Strausberg, Richard Walsh, Robert M. Weitman and Youngstein.

AB-PT Affiliates Will Talk Industry Problem

Operational and management m ters, as well as industry problems, on the agenda for the 1957 ann convention of American Broadcasti Paramount Theatres, Leonard Goldenson, president, said yesterd The meeting of the company's thea affiliates will take place at the We chester Country Club, Rye, N. on Sept. 30, and Oct. 1 and 2.

New Sattinger Post

Jack Sattinger has been appoint assistant secretary of Allied Artis A member of the legal departm since 1955, he replaces Marvin M isch, who recently resigned.

Showplace of the
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Cbief and Publisher; Sberwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Wasbington, J. A. Ott National Press Club, Wasbington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edi Correspondents in the principal capitals of the world. Motion Picture Daily is publisbed daily except Saturdays, Sundays and bolidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center, New York 20, Telepbone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Viee-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, publisbed daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

Appeals Board

(*Continued from page* 1)

lministration, Johnston said. Tenure for one year and the members may reappointed.

The first meeting of the expanded ard will be held at the time the first peal is brought to it from a decision the PCA, Johnston pointed out.

The six exhibitor members include ussell V. Downing, president, Ra- o City Music Hall Corp.; Leopold iedman, president, Loew's Theatres; eonard H. Goldenson, president, nerican Broadcasting - Paramount heatres; George Kerasotes, Kerasotes heatres; Ben D. Marcus, general anager, Marcus Theatres Manage- ent Co.; and Sol A. Schwartz, presi- nt, RKO Theatres.

Four Non-Member Producers

The four non-member producers are ohn Ford, John Ford Productions; Villiam Goetz, William Goetz Produc- ons, Inc.; F. Hugh Herbert, Herbert- obson Productions; and George Sid- y, George Sidney Productions.

The ten MPA members include Bar- y Balaban, Paramount; Johnston; enjamin Kalmenson, Warner Bros.; thur B. Krim, United Artists; Ed- ard Morey, Allied Artists; John J. Connor, Universal; Daniel T. Shea, RKO; Abe Schneider, Colum- a; Spyros P. Skouras, 20th Century- ox; and Joseph R. Vogel, Loew's.

The resolution of the MPA board of rectors creating the expanded ap- als board was adopted on June 13 this year. In a statement issued at at time the MPA board unanimously affirmed its pledges to adhere to the de and its operations. The resolution d in part:

"The action taken today will great- strengthen the Code. This was our sire and our purpose. We shall con- ue, of course, to submit our pic- es to the Production Code Admin- ration and will not distribute a pic- e unless it has been given a Code l of approval.

Pledges Adherence to Code

"The addition of exhibitors and non- mber producers to the new Appeals ard will truly make the Code sys- n representative of the entire indus- . We are proud to recognize our sponsibility to the public that we ve. The Production Code embodies s responsibility. We have always deavored to adhere to the standards the Code in our pictures. We shall ways do so."

The new appeals procedure pro- les that any MPA member refusing abide by a decision of the Appeals ard shall be expelled from the Ap- als Board. Previously any MPA mber who released a motion picture ich did not have a Code seal of proval was subject to a fine. The w ruling is applicable only to MPA embers.

Rosen Services

BOSTON, Sept. 17—Funeral serv- es were held here for Joseph Rosen, tired head of projection for Ameri- n Theatres Supply Company.

Ten New Members of Production Code Review Board



L. H. Goldenson



Russell Downing



John Ford



Leopold Friedman



William Goetz



Sol Schwartz



F. Hugh Herbert



George Sidney



Ben Marcus



George Kerasotes

Conciliation

(*Continued from page* 1)

misc and industry interest, can and will take positive and constructive action."

Pointing out that the plan, as a new step. needs to be tried, Stellings said, "We sincerely hope that exhibitors, large and small, everywhere will take advantage of conciliation to help solve their problems and help lessen the strangulating effect of litigation on this industry."

Meiklejohn Coordinator Of Jubilee Talent Unit

From THE DAILY Bureau

HOLLYWOOD, Sept. 17 — B. B. Kahane, chairman of the Golden Jubilee Committee, has announced the appointment of William Meiklejohn, Paramount studio talent executive, as coordinator of the talent committee of the Association of Motion Picture Producers. The committee will line up 20 players, producers, directors and writers to make the Hollywood jubilee tour national, leaving Hollywood in mid-October and visiting 20 cities, winding up in New York.

Other members of the committee have been announced previously.

Meet on Jubilee

Oscar Doob reported yesterday to MPA member exploitation directors of plans to set up captains and co-captains to handle the appearance of Hollywood stars in 19 cities during the Golden Jubilee next month. Doob also told the group, which met at MPA headquarters, of plans for the itinerary of the stars. Further discussions will be held next Monday afternoon.

Jack Goldstein Forms Public Relations Firm

Jack Goldstein, for the past five years director of exploitation for the CBS Television Network, yesterday announced the formation of his own organization of public relations, national publicity and exploitation and personal management.

Before joining CBS-TV in 1952, Goldstein served in executive publicity and exploitation posts in the motion picture industry, having been, successively, publicity manager for 20th Century-Fox, eastern advertising and publicity director for David O. Selznick Enterprises, and eastern studio representative for RKO Radio.

DeMille-Goldwyn

(*Continued from page* 1)

against National Theatres, Fox West Coast and other exhibitor affiliates. Under questioning by Joseph L. Alioto, attorney for Goldwyn, DeMille described Goldwyn as "the tops" as a film producer and told how, in the early 20's he negotiated a $200,000 loan for Goldwyn from the Bank of America, of which then DeMille was a viee-president in charge of loans to film interests. Goldwyn's application for a loan previously had been turned down by the late A. P. Giannini, president of the bank.

DeMille admitted he was called on the carpet by Giannini but told the court he convinced his banking boss that Goldwyn was a good risk, and then added his accolade anent Goldwyn being "the tops" as a producer.

The obvious purpose of Alioto's putting DeMille on the stand was to establish for the court records that Goldwyn was and is a quality producer whose product was discriminated against by the defendants.

UA to Launch

(*Continued from page* 1)

their local area. The plan will be launched today in Levittown, Long Island, with "Time Limit" at the new Levittown Theatre there.

Roger H. Lewis, national director of advertising, publicity and exploitation, said the program is designed to tap "the largely neglected potential of the big, new communities fringing major cities." A number of additional suburban previews of "Time Limit" will be held in the New York-New Jersey-Connecticut area.

Skiatron Pay-TV Plea To L. A. Council Today

From THE DAILY Bureau

LOS ANGELES, Sept. 17. — The City Council, which swung far out from routine yesterday to jam through, under Mayor Norris Poulson's personal urging, an official offer to the Brooklyn Dodgers ownership to bring the ball club here at virtually any cost to the city, and which today voted down a minority motion to reconsider yesterday's action, is to take up tomorrow morning full consideration of a pay-television franchise applied for by Skiatron, which has based its appeal primarily on the potential revenue to the city from pay-television Dodgers games played here.

Malay King Sees 'Sun'

KUALA LUMPUR, Sept. 17—"Island in the Sun," which was personally chosen by Sir Abdul Rahman, first paramount ruler of the Malay States, was given a royal command showing tonight at the Odeon.

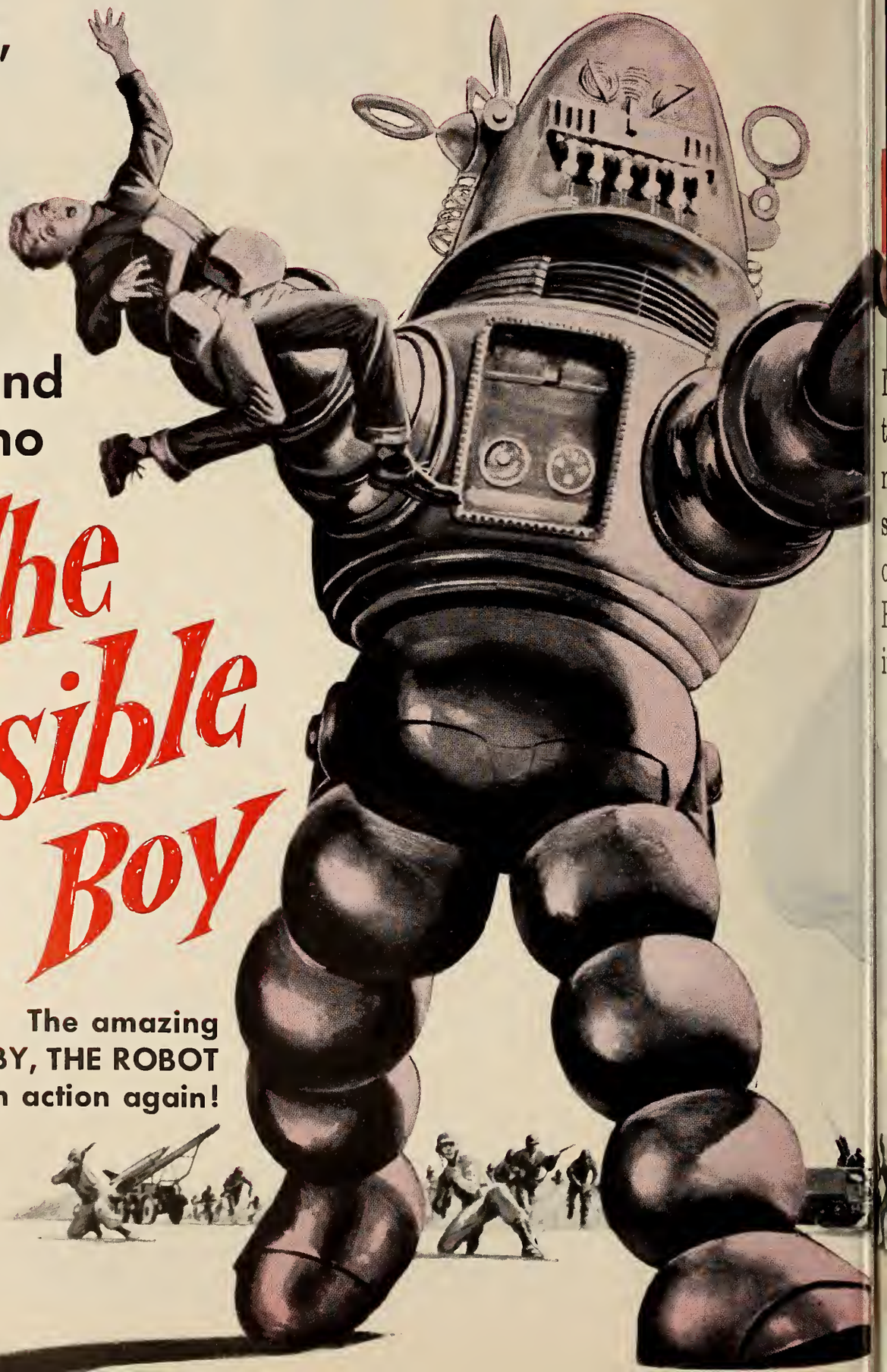
NOTHING LIKE IT EVE

The spectacular, startling, gripping drama of the war between machines and the men who made them!

M·G·M's

The Invisible Boy

The amazing ROBBY, THE ROBOT is in action again!



TO GRIP YOUR PATRONS!



In a market where goose pimples spell money at the box-office, this picture will raise a bumper crop! Here is the world's imagination run riot with headline-hot guided missiles, the satellite space station, a stratosphere kite that carries human cargo and other amazing sights. Your screen will thunder as The Invisible Boy sets off the war between the world and incredible electronic inventions that defy human control!



M-G-M presents "THE INVISIBLE BOY" starring Richard Eyer · Philip Abbott · Diane Brewster · with Harold J. Stone · Robert H. Harris · And Robby, The Robot · Screen Play by Cyril Hume · Based On the Story by Edmund Cooper · A Pan Production · Directed by Herman Hoffman · Produced by Nicholas Nayfack

Television Today

FCC, Toll-TV

(*Continued from page* 1)

likely that a detailed announcement by the commission may be delayed for several weeks.

Proponents of toll television within the commission have stated frankly that they intend to push for an agreement to hold early public tests. They feel that they might win commission agreement to draw up an announcement outlining the conditions for such tests. In that event, the general decision might be announced or "leaked" tomorrow, but it would be some weeks before the actual announcement of the test conditions would be forthcoming, because it would take the staff some time to draw up the proposal.

McWilliams Buys S. American Rights

Harry K. McWilliams, motion picture and television executive, has acquired television rights for a number of popular American programs which he plans to market in Mexico, Cuba, Venezuela, Colombia, Puerto Rico and in other Central and South American areas.

One Man's TViews

By Pinky Herman

"FUSSIN' 'N' FEUDIN'" whether between artists and/or networks holds no terrors nor does it faze in the least Dan Cupid. History down thru the ages reveals thousands of cases wherein "Love Conquers All." And if more proof is needed may we cite the latest. Murray Benson, sales manager of CBS TV Enterprises will marry Doris Braverman (she's Steve Allen's Gal Friday) late in November. (We're certain both General Sarnoff and Bill Paley will echo "Mozzeltoff.") . . . The second most famous barber (first of course is Perry Como) and we might add as universally admired as placid Perry, is the energetic and kindly little proprietor of the Radio City Barber Shops, Charles De Zemler, who's been invited by President Eisenhower to attend the forthcoming Technical & Development Research for the Small Business Man Conference at the White House in Washington next Monday. . . . Adrienne, daughter of Lea Serra, private secretary to Video Pix prexy Charles Turner, has set the date with Private f/c Anthony Lalomia. . . . William B. Williams, WNEW deejay, will emcee new TVariety program, "Fiesta Americana," featuring Latin-American rhythms and talent every Friday at 8:00 P.M. over WABD. . . . Bill and Evelyn Sharpe, (Coopersmith & Sharpe veepee) are expecting Sir Stork's first visit any edition. . . . The first of the 52 WABChiller-diller films skedded for Thurs., Fri. & Sat. nites is "Dracula," starring Bela Lugosi and screamlines into town Oct. 3. . . .

☆ ☆ ☆

Handsome young Don Casanave, who, following his honorable discharge from the armed forces, resumed his singing career (he won his spurs at the age of sixteen by copping an Arthur Godfrey Talent CBScouts decision) has been tapped to guestrill for a third successive week on "Ted Steele's Show" over Channel 9 in Gotham, first warbler to triple on the series. Possessing a distinct style, smooth delivery plus an unusual vocal range, Don is sprinkled with star dust and is a definite contender for honors in the Baritone Sweepstakes. . . . Andy Rooney, ex-scripter for Herb Shriner, P. Lind Hayes, Will Rogers, Jr., signed to CBScript two upcoming "Twentieth Century" programs, "D-Day: Attack" and "D-Day: Buildup." . . . Four color Oldsmobile commershills which will be seen regularly on Patti Page's "The Big Record" series, were produced at Video Pictures' studios on W. 57th St. under the supervision of R. V. Pollock of D. P. Brothers Agency. . . . In last Saturday's N. Y. Post, columnist Bob Williams wrote and we quote: The directory on the 28th floor of the RKO Bldg. still lists "Caesar's Hour." Unquote. The RKO Bldg. has been the America Bldg. for the past three years. (yoo hoo Bob.) . . . Mari Lynn, back in town from a road tour with the Broadway Co. of "The Matchmaker," set for roles in "Verdict Is Yours" (CBS-TV) Fri. and "My True Story," NBC Radio, Oct. 3. . . .



Don Casanave

Calif. Unions Table Motion on Toll-TV

Special to THE DAILY

OAKLAND, Calif., Sept. 17—The California State Theatrical Federation, comprised of industry unions, at its 37th annual convention here adopted a motion to table the issue of pay-TV almost unanimously.

Two years ago the Federation took a vigorous stand against subscription-TV and reaffirmed its position at the 1956 convention. Since then the Hollywood Film Council came out in favor of toll-TV and had planned to offer such a resolution at the Federation's convention this year. Supporting this proposal were members of the Screen Actors Guild, who only a few weeks ago stymied a positive position on toll-TV at the San Francisco convention of the American Federation of Television and Radio Artists. AFTRA came up with a resolution asking Congressional investigation of paid TV aspects, a stand somewhat stronger than that taken at this Federation convention.

SMPTE Sarnoff Award Goes to C. P. Ginsburg

Charles P. Ginsburg, manager of advance videotape development for the Ampex Corp., has been selected to receive the David Sarnoff Gold Medal Award this year by the Society of Motion Picture and Television Engineers. The medal, together with a bronze replica and a citation, will be presented on Oct. 4 at the Society's convention in Philadelphia.

For Technical Achievement

The award is given in recognition of recent technical contributions to the art of television, and Ginsburg was selected for his work in the development of a practical video recorder.

To Show TV System

Bi-Train, a new electronic telecasting system developed by Blonder-Tongue Laboratories, Inc., of Newark, N. J., will be unveiled at a press conference tomorrow at Toots Shor's here. A company representative declined to go into any detail yesterday on the new development except to say that the system may provide "a solution to television transmission problems presented by pay television."

Producer to Tour

HOLLYWOOD, Sept. 17—Charles Schnee, in his first personal pre-selling tour, plans to visit exhibitors around the country in connection with key-city openings of "Until They Sail," which is his final production for MGM.

'Expose' Date Here Set

Allied Artists' "Portland Expose" will have its New York premiere Thursday, Sept. 26, at Loew's State Theatre.

Rogers Drive

(*Continued from page* 1)

quest that employees be asked pledge any sum within their mean

Lee Jones, president of TESM and head of Neumade Products Cor is chairman for the manufacture George Hornstein, president of Jo Hornstein, Inc., is chairman for th theatre equipment dealers. Merl Lewis, executive secretary of TESM has been named coordinator of th manufacturers - dealers combine drive.

Harold Hornstein of Joe Hornstei Inc., Miami, Fla., office has bee named chairman of the local arrang ments committee. He will be respo sible for details in connection wi what is expected to be a highlight the combined drive—the appearanc of a Healthmobile on the floor of th NAC-TESMA-TOA second intern tional trade show, and at the joi meetings of TESMA and TEDA pr ceding the trade show in Novemb at the Americana Hotel, Bal Harbo Fla.

'Faces of Eve' to Bow In Augusta, Ga., Toda

Special to THE DAILY

AUGUSTA, Ga., Sept. 17.—Launch ing more than 600 engagements in th Southeast, 20th Century-Fox's "Th Three Faces of Eve" will open at th Miller Theatre here tomorrow at world premiere for the benefit of th Women's Auxiliary of the Augus State Hospital.

The premiere, to be covered by a the leading news and wire service will pay tribute to four natives Georgia: Drs. Corbett H. Thigpe and Hervey M. Cleckley, authors the book on which the film is base also Nunnally Johnson, producer-dire tor, and Joanne Woodward, star of th picture. All will attend the festivitie

Lay-offs at Columbia

HOLLYWOOD, Sept. 17 — La offs which may number as many 300 by the weekend are being e fectuated at the Columbia Picture studio, with production slowdown e pected to continue until December January, a company spokesman co firmed this afternoon. The exact nu ber of persons being laid off befo production resumes at a high lev was not immediately ascertainabl but all departments will be affect to greater or lesser degree.

MMPTA Meet

(*Continued from page* 1)

to engage in production and distrib tion.

Indications are that Sol Strausber president, and one or more other o ficers or directors of MMPTA will b designated to represent the organiz tion at the meeting.

'Eve' Here Sept. 26

"The Three Faces of Eve," a 20 Century-Fox release, will open Sep 26 at the Victoria Theatre here.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 56 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 19, 1957 TEN CENTS

EDITORIAL

The New Code Review Board

By Sherwin Kane

ERIC JOHNSTON and the Motion Picture Association of America are to be congratulated on the ce of men chosen to serve on the t expanded Production Code Re- w Board.

The 10 new members, as reported terday, are Russell V. Downing, opold Friedman, Leonard H. Gold- on, George Kerasotes, Ben D. Mar- and Sol A. Schwartz, for exhibi- n, and John Ford, William Goetz, Hugh Herbert and George Sidney, production.

•

The industry is fortunate to have judgment, experience and integ- of such men at its disposal in sing upon appeals involving denial the Production Code seal. These men known to be conscious of industry's responsibility to its rldwide audience, men who ap- ciate the value of the good name the industry in which they labor. They are, too, men who believe the Production Code and support strongly. The theatres of the ex- itor members are not notorious having played pictures without Code seal, and the producers ve to their credit films which have ertained huge and varied au- nces the world around.

•

These are men who are certain to ng to their assignment an aware- s of the new responsibilities which recent Supreme Court decisions the realm of censorship have led to the Production Code and administration.

They are men who are fully con- ous of the danger of extension of al censorship to communities in all ts of the nation if the Code is not nly upheld within the industry.

They are aware, too, that if the de is winked at or indifferently ministered by those in whose arge it has been placed, the in- stry could be returned in short ler to the desperate straits and pitifully low level of public eem that were its lot in the 1920s l from which the Production Code cued it.

The industry is indeed fortunate this selection of new Code offi- ls.

Circuit Talks Now Oct. 10

From THE DAILY Bureau

WASHINGTON, Sept. 18.—The Justice Department has postponed until Oct. 10 at 10 A.M., its conference on whether divorced circuits should be permitted to engage in production and distribution.

The conference was originally scheduled for Oct. 4, but several people asked a postponement on the ground that the earlier date would conflict with observance of Jewish

(*Continued on page* 9)

W. E. Green to Retire As NTS Head Dec. 31

Walter E. Green, president of National Theatre Supply Co., is planning to retire December 31. He joined the company in 1926, when it was founded, as a vice-president; became president in 1928.



Walter Green

Green's record in the equipment field dates back to 1909 when he joined the Kinetoscope division of the Thomas A. Edison Co. at Orange, N. J., where he was born and still resides. He will leave September 30 on an

(*Continued on page* 5)

FCC Issues Statement After Meets

Tentatively Approve Tests of Toll TV

Will Invite Stations To Apply for Right To Conduct Tests on Limited Basis

By J. A. OTTEN

WASHINGTON, Sept. 18—The Federal Communications Commission, in a brief and carefully worded statement issued tonight after two days of meetings, indicated that it had tentatively decided to go ahead with public tests of subscription television.

The statement said that the Commission staff had been instructed to prepare a document which would invite television stations, either presently operated or planned, to apply to the Commission for permission to run toll television tests on a limited basis and under controlled conditions. The conditions would be specified

(*Continued on page* 5)

Arbitration Talks To Resume Nov. 6

The all-industry arbitration and conciliation conference adjourned its current sessions at the Motion Picture Association offices here at noon yesterday with a report of progress after two and one-half days of discussion. The conference is scheduled to convene here again on Nov. 6.

A spokesman for the group said that agreement had been reached on a number of points of the arbitration draft agreement and that further progress was prevented by prior engagements of some of the conferees, which forced an adjournment.

It was stated that the participants feel that definite progress on an arbitration draft was made at this week's sessions. Participating were A. Montague, Charles Reagan, Robert Rubin,

(*Continued on page* 5)

Lord Rank Pleased With U. S. Results

By WILLIAM PAY

LONDON, Sept. 18. — Results obtained thus far by Rank Film Distributors of America have convinced Lord Rank the establishment of his own sales organization in the United States was "a fair business risk," he told

(*Continued on page* 9)

Mulvey Cites Losses On Films of Goldwyn

Special to THE DAILY

SAN FRANCISCO, Sept. 18 — Samuel Goldwyn's alleged losses on seven films he claims were discriminated against by National Theatres and other exhibitor affiliates

(*Continued on page* 10)

REVIEW:

Jet Pilot

Howard Hughes (RKO) U-I

AFTER SEVERAL YEARS of waiting and intermittent speculation in the industry as to why Howard Hughes had been keeping "Jet Pilot" on the shelf, exhibitors and the public will see the production in 400 spots simultaneously today. The promotional campaign will be as spectacular as some of the scenes in the film.

This was one of the pictures taken over by Thomas F. O'Neil when he bought RKO Radio from Hughes and later transferred to Universal-International along with other RKO product. U-I is promoting it in the grand manner.

Romance and flying are blended in a way designed to appeal to the

(*Continued on page* 9)

TRADEWISE on Page 2

Television Today on page 10

PERSONAL MENTION

AMERICO ABOAF, Universal International vice-president and foreign general manager, will leave New York at the weekend for Central and South America.

•

MIKE TODD will be in Buffalo tomorrow from New York.

•

LEO PILLOT, exploitation manager of Rank Film Distributors of America, is in Washington today from New York.

•

LOU GRADE, British talent agent, returned to London yesterday from New York via B.O.A.C.

•

JOSEPH FEARON, M-G-M construction engineer, returned to New York from London yesterday via B.O.A.C.

•

MRS. JAMES LARKIN, wife of the entertainment contact for B.O.A.C., gave birth to a girl yesterday at New Rochelle Hospital.

•

EUGENE PICKER and JOHN MURPHY, Loew's Theatres vice-presidents, will return to New York today from Houston.

'Three Faces' Premiere Big Help to Hospital

Special to THE DAILY

AUGUSTA, Ga., Sept. 18.—A check for more than $10,000 was turned over to the Women's Auxiliary of the Augusta State Hospital tonight as a result of the world premiere of 20th Century-Fox's "Three Faces of Eve" at the Miller Theatre here.

Nunnally Johnson, producer-writer-director of the picture, was on hand to present a special award to Drs. Corbett H. Thigpen and Hervey M. Cleckley, Georgia Medical College psychiatrists, who wrote the story used for the picture, Alistair Cooke, who narrates the film, also attended the festivities. CBS, NBC and ABC television and radio coverage was provided.

Among the notables attending were: Hugh Hamilton, mayor of Augusta; Jodie Shattuck, "Miss Georgia of 1957"; John Stambler, president of the Georgia Theatre Co.; E. E. Whitaker, general manager of the circuit; Harry G. Ballance, southern division manager for 20th-Fox, and Paul S. Wilson, southern district manager.

TRADEWISE

By ONLOOKER

PUTTING the industry conciliation plan into effect without undue delay is a proper and welcome procedure. Since the conciliation phase had been agreed upon and approved by all interested companies and organizations, no good purpose would be served in delaying its effectiveness until, say, industry arbitration machinery had been set up, or even until the arbitration conference had reached some conclusive stage at which it would be apparent whether or not there was to be industry arbitration. . . . For at this time it is not clear whether or not there will be. And from past experience it could be a long time before the decisive stage was reached. . . . Meanwhile, regardless of the length of time the arbitration discussions may require, and regardless of whether or not they come to nothing, come November 1 and all exhibitors will have a formal procedure for obtaining a hearing on any grievance which may arise in the course of their day to day dealings with distributors. . . . Conciliation provides them not only a hearing, but an inexpensive one, and one which is free of the delays that are so often encountered in the legal processes. Conciliation provides the opportunity to give satisfaction to aggrieved or injured parties without recourse either to arbitration or litigation, while not barring a complainant from resorting to them should he wish to do so subsequently. . . . To hundreds of exhibitors it is certain to be a welcome innovation in their relations with distributors. It offers the possibility of easing the tensions and ill feeling to which exhibitor-distributor relations are peculiarly subject at any and all times, and in that respect it promises to be most worthwhile, saving litigation costs and saving costly hours consumed thereby which can be devoted instead to better theatre management and more efficient selling and exchange operation.

NOW THAT that trial in Hollywood is over the N. Y. Daily News sees fit to attempt to outdo it by digging up long-buried Hollywood scandals all the way back to the silent film era. The sensation-loving tabloid heralded its excursion into ancient digressions thusly: "Shocking! Scandalous! Sensational! (And newspapers have the nerve to criticize film advertising!) Read about filmland's foibles! Its sizzling revels—its raciest romances from the flaming days of bathtub gin through the torrid, terrible Thirties." . . . This series refuses even to permit the dead to rest in peace. When you come right down to it, it's hard to tell one scandal publication from another, even when some of them editorialize about the lack of ethics and decency that blacken the kettle. . . . The success of Columbia's "3:10 to Yuma" world premiere in Denver in August prompted the company's ad-publicity department to prepare a manual describing the Denver program features which can be adapted to local "premieres" of the picture elsewhere around the country. . . . A good showmanly idea and one that should pay off for those exhibitors whom the suggestion of extra work doesn't frighten into hiding. . . . And speaking of promotion, good ideas keep making their appearance with increasing regularity. Such as the booklet of masculine attitudes through the ages toward the female of the species, an amusing eye and attention-catcher for MGM's "Les Girls" out of Si Seadler's fertile workshop, and the set of cartoons by Alessio designed to make men aware of Columbia's "Operation Mad Ball," which are being sent to exhibitors, courtesy of the Paul Lazarus shop. . . . These and many others point to the fact that the industry is turning on the heat insofar as "sell" is concerned, just as its most determined competitor resumes sending its better wares into the nation's living rooms for another season.

Minsky Is Telemeter Eastern Sales Head

From THE DAILY Bureau

HOLLYWOOD, Sept. 18. — T appointment of Howard G. Min as eastern sales manager of Inter tional Tele ter Corp. announced day by Le A. Novins, pr ident. Min will have headquarters the Paramo Building New York.



Howard Minsky

Minsky, w will assume new post mediately, h resigned mid-eastern division manager Paramount Film Distribution Co a position he had held since 19 Prior to his association with Pa mount, he was mid-eastern divis manager for 20th Century-Fox a an executive of Skouras Theatres New York. He served in the U. Navy in World War II.

U.A. Sets Meets on New Ad Techniques

Roger H. Lewis, United Artists' n tional director of advertising, public and exploitation, will leave here Hollywood tomorrow to hold a ser of meetings next week to review t company's present promotional pro dures and consider possible broad visions.

The conferences, to be attended UA's West Coast production and p motion staffs, will evaluate eve phase of the company's advertisi publicity and exploitation activiti

Changes worked out at the co meetings will be in turn reviewed the UA home office staff as a seco step in the formulation of a new co pany program of pre-selling.

In addition to these planning s sions, Lewis will meet with produce and their representatives on campaig for completed films slated for relea in the next three months. He is sche uled to return here Sept. 30.

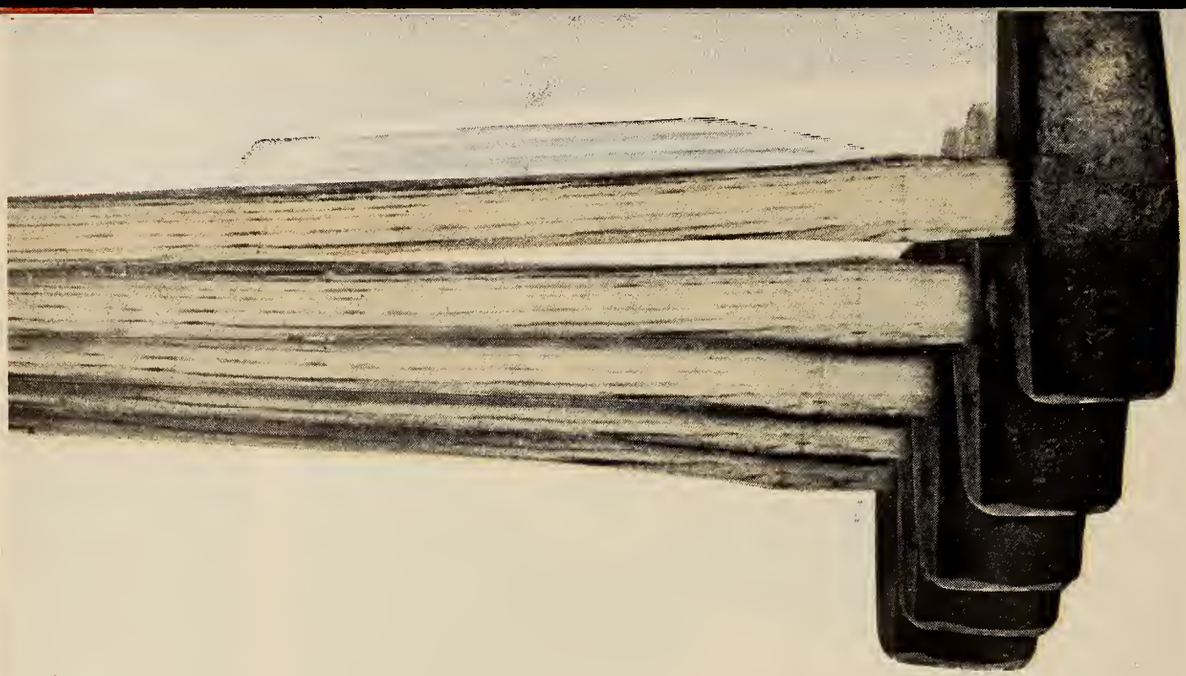
Skouras Returning

Spyros P. Skouras, president of 20 Century - Fox, is expected ba from a month's trip to Sou Africa and Europe late next week. H will be host at a dinner at the Ho Waldorf-Astoria on Oct. 2 to introdu his friend, Clarke Beise, new pre dent of the Bank of America, to ban ers, publishers and industrialists this area.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, ea published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fan Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.



Advertise Warners' Christmas attraction Now.
It's the biggest one you ever had!



"Immediately after 'Sayonara' was screened in New York, it was booked for Radio City Music Hall. The Music Hall will present it with pride and with pleasure because we feel the public will acclaim 'Sayonara' as 'one of the very, very great ones'."

RUSSELL V. DOWNING, President
Radio City Music Hall

"Marlon Brando at his very best It is wonderful. It is a knockout."

HARRY M. KALMINE, Vice President and General Manager
Stanley Warner Corp.

" 'Sayonara' has EVERYTHING a great movie entertainment should have. I believe it is the BEST PICTURE I have ever seen."

W. R. WILKERSON
Publisher, Hollywood Reporter

MARLON BRANDO IN SAYONARA WILL BE IN RELEASE FOR CHRISTMAS AT RADIO CITY AND EVERYWHERE. UNTIL THEN WE'LL BE POUNDING OUT THE STORY OF ITS GREATNESS WITH EVERY MEANS AT OUR COMMAND... AND WITH AN EXPENDITURE OF $2,000,000, THE ALL-TIME HIGH IN PICTURE PROMOTION.

" 'Sayonara' is motion pictur entertainment at its very bes It has all the ingredients that wi make it one of the top grossin pictures of all time! Brando give his finest performance.

SOL SCHWARTZ, Presiden
RKO Theatre

"A really fine picture. This is a real blockbuster!

SAMUEL ROSE
Executive Vice Preside Stanley Warner Cor

"A truly magnificent motio picture highlighted wit unforgettable performances b Marlon Brando and the entir cast. It will be one of the grea pictures of 1957 and ver possibly the greatest!"

ED HYMA
Vice President of AB-P

FILMED IN TECHNIRAMA AND TECHNICOLOR

CO-STARRING
PATRICIA OWENS · RED BUTTONS · RICARDO MONTALBAN
MARTHA SCOTT MIYOSHI UMEKI · JAMES GARNER

Introducing the exquisite new Japanese star MIIKO TAKA

PRODUCED BY WILLIAM GOETZ DIRECTED BY JOSHUA LOGAN

BASED ON THE NOVEL BY JAMES A. MICHENER SCREEN PLAY BY PAUL OSBORN

Song "SAYONARA" Words and Music by IRVING BERLIN MUSIC BY FRANZ WAXMAN

PRESENTED BY WARNER BROS

WATCH WARNERS PU
THE GOLD IN THE INDUSTRY'S
GOLDEN JUBILE

Tentative OK

(*Continued from page* 1)

the document to be prepared by e FCC staff. A three-year limitan on the tests has been set.

The Commission will not act on ch applications before March, 1958, said.

Even though the Commission deared unqualifiedly in its statement at it believed it had the legal auority to go ahead with such tests, ere will undoubtedly be new deands in Congress for an investigan to determine where such auority lies and whether the Federal mmunications Act presently gives Commission latitude enough even allow tests.

Conditions Could Be Changed

Observers immediately pointed t that the Commission had left door open for retreat if necessary setting up the application procere. The applications could be reted or the conditions changed be- the March, 1958, deadline.

Commissioner Bartly dissented m the decision, Commissioner de voted for the procedure but sented from sending out the tement at this time, and Comssioner Ford, newly appointed, stained from voting.

The statement did not mention any the five toll television systems ich have applied for permission operate nor did it refer to any the thousands of words of argunt and briefs which the Commisn has received for and against the posal.

Industry Attorneys Comment

Many industry attorneys felt that commission was being extremely tative in its approval and, in ef- t, is inviting Congress to step into picture.

Lawyers for one subscription teleon company said they were eased" with the FCC announcent and felt that the commission s approved subscription television principle." On the other hand, the rney for another proponent said don't know what it really means. ave to see what the terms and ditions are."

Spokesman for a third subscripn television company said the FCC ion "leaves the situation just as fused as ever, or worse."

Most attorneys agreed, however, t the most significant part of the mission announcement was the ement that application would not acted on before March. Since Conss reconvenes in January, the rch 1 date, they pointed out, gives ngress ample time to act.

'Invitation to Congress' Seen

Some lawyers felt that the comsion was really inviting Congress intervene and get the commission the hot spot. Others said the comsion only is being polite and ing Congress a chance to act, if wants to, before the commission ts processing applications.

Some opponents of subscription television also were cheered by the commission's statement that only broadcast licensees could apply, and not the subscription television companies themselves. With most broadcasters opposed to subscription television, it may be difficult for the toll TV companies to get many people interested in applying, these attorneys said.

They also declared that it was quite likely that the conditions ultimately announced for the subscription television test will be very tough ones and will further discourage broadcasters from applying.

Considerable Delay Likely

It will probably be several weeks before the commission issues the staff-prepared document outlying the conditions for pay TV tests.

This document must now be prepared by the staff and then submitted to each commissioner for approval. There are great differences of opinion among the seven commissioners on the question of subscription television, and each commissioner will read the memo with a sharp eye to see that it makes no statement with which he disagrees and that all his opinions have been incorporated. This means that portions of the document may have to be rewritten several times.

Arthur Levey, president of Skiatron Electronics & Television Corp., commenting here yesterday on the toll TV decision of the FCC, welcomed the ruling as "a historic decision," adding, "it clears the way for the birth of a great new communications industry."

No Need for Exhibitor Alarm Over Toll Television: DeMille

Special to THE DAILY

SAN FRANCISCO, Sept. 18—Toll-TV is not half as much the threat to the future health of box offices as the lack of good product to lure patrons into the movie houses, in the opinion of Cecil B. DeMille.



Cecil B. DeMille

"Pay TV and the theatres can flourish side by side with good pictures to present," the veteran director-producer told MOTION PICTURE DAILY in an exclusive interview while he was in town yesterday to appear as a witness in the Samuel Goldwyn antitrust suit against National Theatres and affiliates. "After all, toll television is only another means of film distribution and would afford the public a choice of mediums through which to view the product. I see no reason for the alarm being voiced in some exhibition quarters over the impending advent of subscription television.

Poor Films Greatest Threat

"What really should alarm exhibitors is the possibility of a succession of poor pictures that could drive audiences away from both their TV sets and the movie theatre in search of other means of entertainment. Future film product will either make or break both the movies and subscription television."

DeMille admitted his current "Ten Commandments" is not typical toll-TV fare because of its magnitude "although I suppose there are persons who would be content to pay to see it in the miniature screen form television provides."

Story Value First

He added it is his contention that producing and directing a successful picture is secondary to the importance of the plot content.

"If you haven't got a good story to start with, you can't possibly turn out a good picture no matter how many tricks or photographic devices you employ to build up your product," he said.

Would he have another picture coming up?

"Another picture, or another world: I'm 76, you know, but I feel very well. I'm searching for another subject probably from the Bible. The Bible is the world's greatest source of both wisdom and drama."

Arbitration

(*Continued from page* 1)

Adolph Schimel and Howard Levinson, for distribution, and Ernest Stellings, Herman Levy, John Stembler, Albert Pickus, George Kerasotes, Joseph Alterman, Abram Myers, Nathan Yamins, Edward Lider, Wilbur Snaper and Max Cohen, for exhibition.

Green to Retire

(*Continued from page* 1)

extended vacation and will officially resign as NTSC president at the year-end.

Green is also a vice-president and member of the board of directors of the General Precision Equipment Corp. and is an officer and director of various other GPE subsidiaries.

Mayer Leaves Hospital

SAN FRANCISCO, Sept. 18.—Louis B. Mayer has left Stanford Hospital here to return to his home, a hospital spokesman said today. Mayer entered the hospital on Aug. 6 for examinations. It was reported that he suffered from anemia, but his physicians said today they still had been unable to diagnose the cause of the disorder.

L. A. Opens Pay-TV Bids on Sept. 30

By WILLIAM R. WEAVER

LOS ANGELES, Sept. 18.—The city council this morning authorized advertising for bids on pay-television franchises sought by Skiatron, Telemeter, and Harriscope, and set Sept. 30 for opening bids in open session. Today had been set for council consideration of the Skiatron franchise only, but councilman L. E. Timberlake, chairman of the Public Utilities and Transportation Committee, moved that consideration be deferred to a later date, "at which time we will lay all franchises on the table at the same time and invite bids. We expect each applicant will bid on his own franchise at least, and that under this arrangement no one will have unfair advantage over anyone else."

Postponement Sought

Before the vote to defer was taken councilman John Holland took the floor to argue for a longer postponement for the purpose of allowing councilmen time to study the question of whether a clause binding pay-television companies to guarantee against use of advertising commercials should be inserted in the franchise, but Timberlake and others opposed further delay. Holland was the sole dissenter in a 14-to-1 vote for the Timberlake motion.

Sees 'Spirit' Violated

Attorney Julius F. Tuchler, representing Pacific Drive-In Theatres, charged pay-television violates the spirit of Congressional acts creating and maintaining the FCC and "as motion picture exhibitors, we sincerely feel and believe, as do practically all of our honored and friendly competitors in radio and television broadcasting, that the present activity of promoters of closed-circuit toll television in the home is legally subject to challenge. . . . What happens here in granting a closed circuit franchise will be of little consequence when the final battle is won by our cause in the Congress of the U.S."

Legal Brief Filed

Andrae Nordskog, constitutional lawyer and communications counsel, placed in the council record extensive data which he said shows that municipalities do not have the authority, in California, to franchise one-way wired-communications systems of any kind.

'Time Limit' Previewed

Gov. Averell Harriman of New York headed a group of civic and entertainment notables at the suburban preview of United Artists' "Time Limit" at the new Levittown Theatre, Levittown, L. I., last night. It was the first of U.A.'s special preview showings of new pictures in suburban theatres. Additional suburban previews will be held in the New York-New Jersey-Connecticut area in the near future.

THE FACTUAL STORY OF

Crime Commission Counsel Raps Viol...

...were just keeping our fingers crossed," Lansdowne said.

...for the New York City Citizens... Crime Commission.

N. Y. Police Accused Of Wiretap Payoffs

WASHINGTON, April 27 (INS).—New York City police were accused today of utilizing wiretaps to assure themselves large payoffs from bookmakers and to keep up a "required" number of arrests of call girls.

The charge was leveled by William J. O'Connor, who lost his job as a pier guard July 1 because he defied the Waterfront Commission's new regulations requiring physical ex... number of arrests each month. He explained they had to "keep their batting average up."

The crime-buster, who spent nearly a decade in the office of Manhattan District Attorney Frank Hogan, declared there "is absolutely no need to use wiretap...

Keating to Plead Case Of Ousted Pier Guard

By Walter Hamshar

William J. O'Connor, who lost his job as a pier guard July 1 because he defied the Waterfront Commission's new regulations requiring physical ex... within the state's police powers to rid th waterfront of criminals.

Mr. O'Connor...

Anti-Crime Group in New York Refuses to Disclose Data.

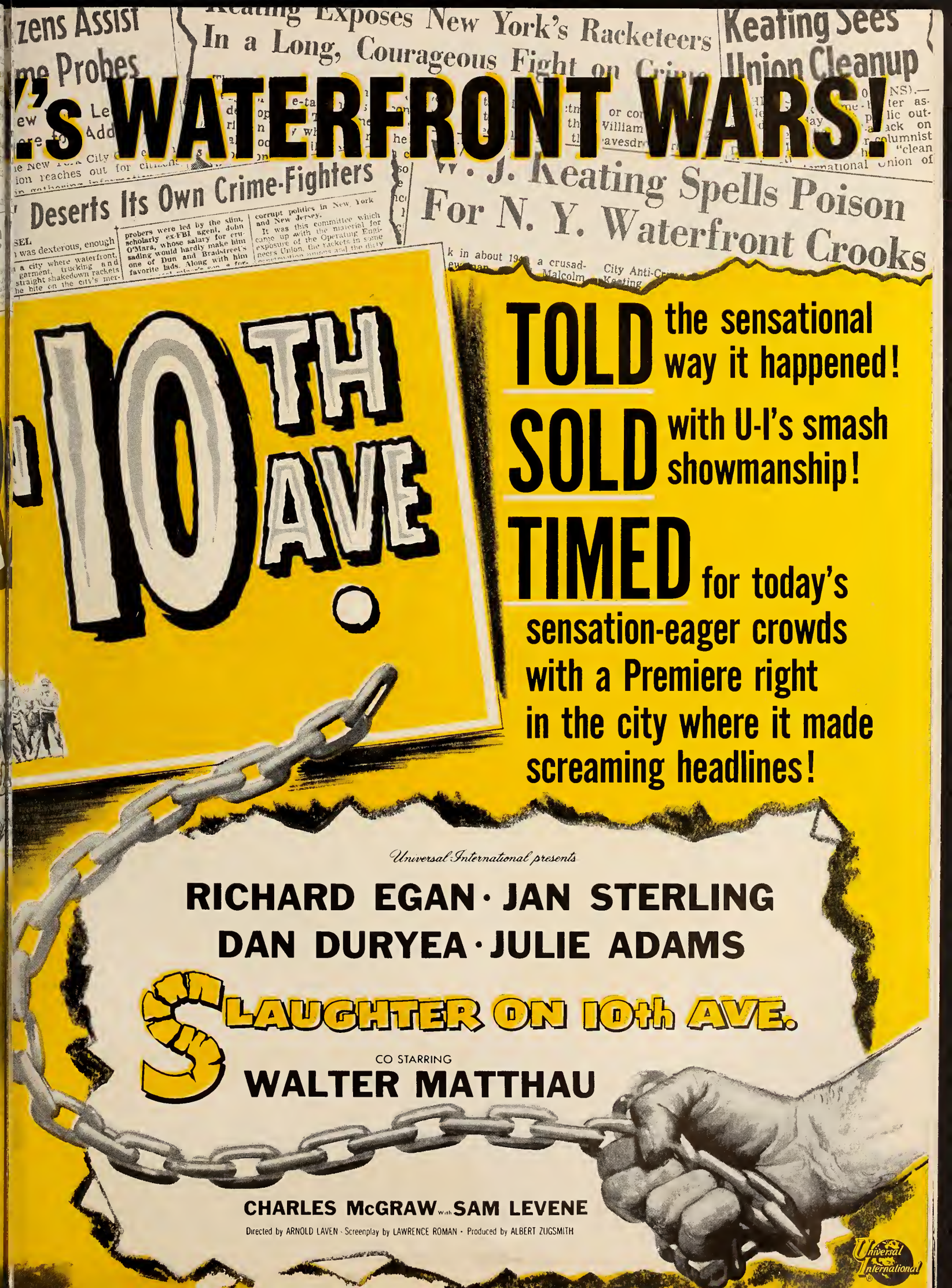
District Attorney Hogan began a crim... tempt action yesterda... William J. Keating ... counsel for the New ...

SLAUGHTER





WORLD PREMIERE
ASTOR THEATRE
(NEW YORK, LATE OCTOBER)


zens Assist
me Probes
Keating Exposes New York's Racketeers
In a Long, Courageous Fight on Crime
Keating Sees
Union Cleanup
'S WATERFRONT WARS!
Deserts Its Own Crime-Fighters
W. J. Keating Spells Poison
For N. Y. Waterfront Crooks
10TH AVE.
TOLD the sensational way it happened!
SOLD with U-I's smash showmanship!
TIMED for today's sensation-eager crowds with a Premiere right in the city where it made screaming headlines!
Universal-International presents
RICHARD EGAN · JAN STERLING
DAN DURYEA · JULIE ADAMS
SLAUGHTER ON 10th AVE.
CO STARRING
WALTER MATTHAU
CHARLES McGRAW with SAM LEVENE
Directed by ARNOLD LAVEN · Screenplay by LAWRENCE ROMAN · Produced by ALBERT ZUGSMITH
Universal International

Motion Picture Daily Feature Reviews

Time Limit

Heath-U.A.

HOLLYWOOD, Sept. 18

CHOSEN BY Richard Widmark as the first property to be produced by his independent Heath Productions, the Theatre Guild production of the Henry Denker-Ralph Berkey stageplay, "Time Limit," has been brought to the screen public without loss of point or power, and perhaps with gain in both by reason of the medium's superior facilities for dramatic expression. The picture presents the same grave question the stageplay presented concerning the military policy to be applied to service personnel known to have collaborated with the enemy under pressure during armed conflict, and provides the same stern solution of the problem posed in this particular case. It is a question much in public mind since World War II and (in this instance) the police action in Korea, and likely to continue as a prime problem for a long time to come.

This circumstance figures to stimulate word-of-mouth publicity beneficial to a soundly produced attraction already possessed of ticket-selling names like June Lockhart, Richard Basehart and Carl Benton Reid in Widmark's supporting cast.

The screenplay is by the play's co-author, Denker, and the direction is by Karl Malden, his first endeavor in this branch of production and a highly successful one. Producer Widmark shares the production credit with William Reynolds.

Widmark portrays, with impressive authenticity, the Army Colonel assigned to investigate the case of a Major, played by Basehart, who has been accused by 14 former co-prisoners in a North Korean camp of collaborating with the enemy by appearing on radiocasts to assert Americans have used germ-warfare and by delivering indoctrination lectures to fellow-prisoners. The Major has confessed to the offense voluntarily and is eager to stand court martial, but the Colonel believes there is more to the matter than appears in the evidence, and with the aid of his office assistant and the Major's wife (Dolores Michaels and Miss Lockhart) he learns tragic truths that lead to disclosures on which the story comes to its conclusion.

Running time, 96 minutes. General classification. Release, in October.

WILLIAM R. WEAVER

The Helen Morgan Story

Warner Bros.—CinemaScope

IN THE CYCLE of screen biographies of entertainment personalities currently enjoying popularity "The Helen Morgan Story" comes well-equipped to compete for the attention of the movie-going public. The name of its subject—the famous singer of the 1920's whose association with "Show Boat" is a legend—will stir nostalgic memories among the older patrons. And the younger ones will be attracted by the picture's star, Ann Blyth, and her co-star Paul Newman, whose stock has risen considerably since "Somebody Up There Likes Me."

Martin Rackin, the producer, has given the picture a handsome mounting (photography is in black-and-white CinemaScope), and Michael Curtiz has polished the gloss slickly in his direction. This helps to disguise some basic deficiencies in motivation of the heroine—particularly the reasons why she became an alcoholic and threw over her singing career after she reached the top (and not before).

The story begins with Miss Morgan's start as an obscure singer in Chicago and traces her career to the point where she had a nightclub named after her in New York and became established on Broadway after her success as Julie in "Show Boat." Then suddenly she starts to hit the bottle, collapses on stage, finds herself in the Bowery one night and winds up in the alcoholic ward at Bellevue.

Along the way she indulges in two love affairs. The first, which continues to the end of the film when the fellow finally asks her to marry him, is with an irresponsible bootlegger and later night club owner, played by Newman. The other is an affair with a married man whose wife, from whom he is estranged, refuses to divorce him. Richard Carlson has this role.

How close all this is to the facts of Miss Morgan's life, this observer cannot say. That will be unimportant, anyhow, to most members of the audience, especially the ladies, who will find many sad scenes to we over in this film.

Miss Blyth gives an attractive and competent performance in the leading role although her bouts with alcohol, of which there are plen lack conviction. Newman and Carlson are effective as the men in l life, and Cara Williams supplies most of the humor as a chorine a close friend of the heroine.

There are no big production numbers in the picture, but the son which Miss Morgan was famous for are presented at frequent interv throughout. They include "Bill," "Can't Help Lovin' That Man," "W Was I Born?" and "The Man I Love." Miss Blyth does not do her o singing; the voice used is that of Gogi Grant.

Walter Winchell, Rudy Vallee, and Jimmy McHugh, the song writ appear as themselves at various stages in the film.

Running time, 118 minutes. Adult classification. Release, October 5.

RICHARD GERTN

Escapade in Japan

RKO-Universal—Technirama

THIS IS another of the RKO Radio releases which Universal-Internatio is handling. It is a pleasant film, and one which has a number facets to recommend it. It is rather unfortunate, therefore, that the fil is too long, in this case an objection which is doubly unfortunate, sin it has the effect not only of creating an exhibition problem, but of maki rather tedious what should have been an engaging, attractive litt picture.

Very much on the plus side are beautiful scenic effects enhanc beyond the usual through the utilization of Technirama and Technicol an appealing, well-handled story and a pair of most effective youngste in the leading roles. It is further to be emphasized in the selling th the picture was produced in the entirety in Japan, with production a direction in the hands of Arthur Lubin, from a story by Winston Mille who also was associate producer. Additionally, the film serves mo admirably to present the Japanese in a pleasant, friendly and altogeth favorable light, an aspect of the presentation, in these days and tim internationally which can be of real importance.

Cameron Mitchell and Teresa Wright are the adult names to pla on the marquee, but the patrons won't be talking about them. The will be chuckling and clucking over Jon Provost and Roger Nakagaw as the American six-year-old and his newly found nine-year-old Japane friend, mentor, protector and self-appointed guardian.

Miss Wright and Mitchell, Americans in Tokyo, are about to brea up, and are waiting the arrival of their small son from Manila by plan The plane ditches at sea in a tense opening sequence, and the youn ster is picked up by a Japanese fisherman plying the sea with wife an son. There is an unexplained pull at credulity that the boy is foun alone in a rubber life raft. They return to Tokyo, the Japanese bo hears his father tell his mother he is going to the police. Thinking the are to be arrested, he takes the younger boy with him and they run awa

From that point, as the parents, with the aid of the police, the U. Air Force and Embassy officials, pursue the boys across Japan, th audience is treated to what amounts to a travelogue of modern Japa the while the youngsters become involved in divers small, entertainin and quite amusing incidents. Eventually, of course, they are found, caught, on the edge of the roof of a huge pagoda, high above the stre and are rescued by father and police. As anticipated, the pursuit bring about a reconciliation for the parents.

Running time, 92 minutes. General classification. Release, in Novembe

CHARLES S. AARONSO

Reopen Boston Theatre

BOSTON, Sept. 18.—The Copley Theatre, long closed, reopened this week with the UMPO film "Marcelino." All proceeds went to the building fund of St. John's Seminary, Brighton.

Promote Silverman

Herman Silverman has been pr moted from metropolitan and circu sales manager to eastern sales ma ager for Continental Distributing, In His duties as circuit sales manag have been taken by Milton Platt.

ank Pleased

(*Continued from page* 1)

kholders in a statement accom-
ying the annual report today.
ohn Davis, general manager, re-
ed to elaborate on the American
rations at this early stage, but, dur-
a press conference, said he con-
ers the American venture a "reas-
ble business risk" and results to
e are up to expectations.
Results from Canadian operations
wed an improvement for the year,
d Rank reported, indicating that
initial impact from television was
sing.

Income Holds Level

Theatre income in the United King-
n was maintained at last year's
el, but attendance declined and
rating costs increased. Increased
nissions and a small decrease in the
ertainment tax helped offset some
the higher cost factors.
Film shortages plagued exhibitors
ing the year. Lord Rank said he
s pleased to be able to say that of
24 best programs played on two
k circuits, 11 came from British
dios. In the British category an
time record level of business was
ured with "Reach for the Sky."
eptionally good results were ob-
ned from "Doctor at Large," and
ttle of the River Plate."
The reception of Rank films in
th America has been highly sat-
ctory, it was stated. The overseas
rket showed an over-all loss.

Overseas Market Vital

The production policy of 20 films
ually was created with the overseas
rket in mind, Lord Rank said, but
admitted the size of the program
s limited by financial resources and
talent available in Great Britain.
erything possible is being done, he
l, to expand distribution of British
is throughout the world, because
tish production must have a world
rket in order to thrive.
The proposed European free trade
a should be actively supported,
d Rank said, "because it will open
portant new opportunities, giving
tish producers a basic market com-
able to the American domestic mar-
. The British market is too small
nable British producers to compete
a world basis.

Sees Tax Reduction Necessary

Lord Rank said he was not despon-
t about the future of the film in-
try, which will be able to overcome
difficulties, although it may not be
sible to arrest the decline in at-
dance. The industry needs three
ngs—further substantial reduction
the entertainments tax, a compre-
sive scheme for "rationalization
cooperation within the industry
an adequate supply of films of
h entertainment value," he said.
The annual report showed bank
ns and over-drafts of 5,439,735
nds ($15,231,258), against 4,048,-
pounds ($11,337,298) last year.
value of the film production assets
eased from 3,064,646 pounds ($8,-
,008) to 5,302,296 pounds ($14,-
846,428). The Rank group paid 10,-
275,000 pounds ($28,770,000) in en-
tertainment taxes, representing 36 per
cent of the boxoffice receipts.

Jet Pilot

(CONTINUED FROM PAGE 1)

younger adults who dream of the thrills of sliding into outer space and dashing into and out of fleecy white clouds as well as the boys who crave closeups and distant views of the machines that crack the sonic barrier. The film has scenes of breath-taking beauty and considerable suspense.

Janet Leigh, as a Russian woman pilot, flies into American territory above Alaska and is picked up on the U.S. Air Force radar by a squadron headed by John Wayne, as Colonel Shannon. The Russian girl turns on the charm so strongly that Major General Black (Jay Flippen) suspects she is a secret agent rather than a refugee seeking asylum. Soon Wayne is acting as a counter secret agent while falling in love. Emotion and patriotism get mixed up.

He shows her some fancy flying. They attend a dance at Palm Springs, and when she is ordered deported they fly to Yuma and are married. The scenes then shift to Siberia where the Russians think they are getting all the latest information about American planes.

By that time love has triumphed with the girl pilot over her loyalty to the Soviet. In the climactic scene Wayne is in a parasite plane attached to the fuselage of a bomber. Miss Leigh pops a Russian co-pilot into the air by releasing an escape apparatus. Then she machine guns a pursuing Russian plane, and tells Wayne to follow her to an auxiliary field where he transfers to her jet. Then they go off into space with Russian planes in pursuit into and out of clouds. It's spectacular.

Paul Fix appears as an Air Force major and introduces the only touches of humor in the story. Roland Winters is properly stern as Colonel Sokolov. The story was written and produced by Jules Furthman and directed by Josef Von Sternberg.

Running time, 112 minutes. General classification. Release in September.

JAMES M. JERAULD

Stellings to Head TOA Group at Circuit Talks

Ernest Stellings, president of the Theatre Owners of America, yesterday reaffirmed the previous position taken last March by the organization calling upon the Justice Department to permit divorced theatre circuits to enter the field of production and distribution.

At an interview here Stellings said that he and Herman Levy, TOA's general counsel, along with several other TOA representatives, will appear at the Justice Department hearing in Washington Oct. 10.

The logical circuits to undertake production, according to George Kerasotes, vice-president of TOA, would be AB-PT, Stanley Warner Theatres and National Theatres. Kerasotes said he believes the additional product that could result from exhibitors would increase the potential number of "big box office pictures."

Emile Savini Dies

ATLANTA, Sept. 18. — Emile N. Savini, 65, executive vice-president of Astor Pictures Corp., died here today following a brief illness. He was the brother of the late Robert M. Savini, founder of the company. The deceased is survived by his wife, Jet, a son and two daughters. Services will be held here Friday at Patterson's Funeral Home with interment to follow at Spring Hill Cemetery.

Circuit Talks

(*Continued from page* 1)

holidays. Justice officials said that was the reason for the delay.

Some acceptances have started coming in, officials said, but declined to reveal names for the time being. They said they had reviewed the question of whether the meeting should be open to the press or closed, and had decided in favor of a closed meeting on the ground that an open one might inhibit discussion among the participants.

Producers and distributors, exhibitors, and various industry associations have been invited.

Name Tentative Cities For Golden Jubilee Tour

From THE DAILY Bureau

HOLLYWOOD, Sept. 18.—A tentative list of cities to be visited by film stars, directors, producers and writers on the Golden Jubilee tour next month was revealed here today.

The cities are San Francisco, Portland, Seattle, Salt Lake City, Denver, Kansas City, Minneapolis, St. Paul, Milwaukee, Chicago, Indianapolis, Detroit, Cleveland, Pittsburgh, Washington, Philadelphia and Boston, in addition to New York and Los Angeles.

Exact dates of the tours and the names of the personalities who will travel are expected to be announced within the next few days by the Studio Publicity Directors Committee which is in charge of arrangements under chairmanship of Jack Diamond.



Write! Wire!! Call!!!
NTA Pictures, Inc.
NEW YORK City 745 5th Avenue Plaza 7-2100
CHICAGO, Ill. 612 No. Michigan Ave. Pullman 5-6685
DALLAS, Texas 2013½ Young Street Riverside 7-1911
LOS ANGELES, Calif. 9952 Santa Monica Blvd. Crestview 4-8849
MINNEAPOLIS, Minn. 1011 Currie Ave. No. Federal 8-7013

Mulvey Heard

(*Continued from page* 1)

were spelled out today in Goldwyn's anti-trust suit from the witness stand by James A. Mulvey, president of Goldwyn Productions, Inc., before Judge Edward P. Murphy.

Under questioning by Joseph L. Alioto, chief counsel for Goldwyn, Mulvey started to describe the "evils of a closed market" he said was manipulated by Fox West Coast Theatres against an open market. At this point attorney Arthur B. Dunne raised a vigorous objection and Judge Murphy asked Mulvey if better pictures would have played longer in an open market than in the so-called closed circuit.

"Yes," Mulvey replied, "the effect of pooling of competitive exhibitors and division of product means that all pictures good, bad and indifferent, had to be played and as a result the good pictures suffered."

The judge's comment was: "That is precisely what I wanted to know," and then he overruled Dunne's objection.

Points to Specific Films

Mulvey went on to testify "The Secret Life of Walter Mitty" would have, in all runs, averaged 40 per cent of gross but didn't because of booking discrimination by FWC. He quoted the same unfulfilled expectancy for "The Bishops Life," 35 per cent for "A Song Is Born" and 37½ per cent for "The Best Years of Our Lives" after the road run.

"Enchantment" suffered a 32½ per cent loss, Mulvey added, while "Roseanna McCoy" and "My Foolish Heart" took a beating on an average of the aforementioned films.

New Paramount Unit for On the Spot Promotion

From THE DAILY Bureau

HOLLYWOOD, Sept. 18 — Following more than a dozen years of uniform success in the launching of certain pictures with an on-the-spot press premiere, Paramount studio publicity director Teet Carle is setting up a special unit within the department to concentrate on this type of promotion.

Robert Goodfried will be in charge of the department.

Chalk Duties Expanded

Rodney Chalk, as director of the radio-television division of British Information Services, is now also in charge of all film activities for television which will be channeled through his office at BIS here.

SPECIAL TRAILERS



Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .

CHICAGO 1327 So. Wabash

NEW YORK 630 Ninth Avenue

FILMACK

Mrs. Alice Gorham Dies; Was with United Detroit

Special to THE DAILY

DETROIT, Sept. 18. — Mrs. Alice N. Gorham, who had just this morning resigned as publicity and advertising director for United Detroit Theatres, died suddenly at St. Joseph's retreat several hours later of a coronary thrombosis. Her death followed that of her husband, Jack, by only three weeks.



Mrs. Alice Gorham

Born March 16, 1902, in East Tawas, Mich., Mrs. Gorham was a member of theatrical stock companies as a child. She began work with the D. C. Navigation Co., afterwards going to Grenell Advertising Agency as copy writer. After that she formed her own firm and later handled publicity scripts and direction for Station WXYZ. She joined United Detroit in 1934 and was appointed to the post she had just resigned in 1939.

Her accomplishments included creation of the "new faces" motion picture industry campaign in Detroit and winning of the Quigley Showmanship Silver Grand Award in 1948. She was also a member of the COMPO national planning committee.

This year she received Detroit's highest award in the field of advertising, being named "woman of the year." She handled public relations for the Goodfellows, was a past president of the Women's Advertising Club, a lecturer, and aided the United Foundation, Detroit symphony orchestra and the mayor's youth committee.

She is survived by two brothers, Alfred and Allen Wilson, and a sister, Mrs. Helen Brooks. Funeral arrangements had not yet been made late today.

Wired Toll TV Situation Status Quo in Dallas

Special to THE DAILY

DALLAS, Sept. 18—Nine applications for wired television franchises are on file here, according to J. W. Monk, supervisor of public utilities, but nothing is being done about them at present. All eyes are on the Bartlesville, Okla., tests of telemovies.

The applications were put in during March and April, according to Southwestern Bell. Those received by the City Council are: Interstate Home Movie, Inc., V. A. Holloman, attorney; Charles W. Weisenberg, Edwin Tobolowsky, attorney; Rowley United Theatres, Inc., George B. Potts, attorney; Video Corp., C. H. Moses; Big D Theatre Co., William Burrow, president; KRLD Radio Corp., Donald C. Fitch, attorney; A. H. Belo Corp., James M. Moroney, vice-president, and B. R. McLendon, Leroy Hallman, attorney.

Television Today

NBC Shifts Program Department Heads

Robert F. Lewine has been appointed vice-president, television network programs for NBC, it was announced this week by Manie Sacks, who has been named vice-president, Television Network Talent and Programs. Several other key executive appointments in the NBC-TV program department were made.

In the night-time programming area, the following assignments have been made:

Alan D. Courtney has been named director, night-time programs; Julian Bercovici and Joseph P. Cunneff have been named managers, nighttime program operations, each to be responsible for nighttime operations for specific nights of the week; Ernest V. Theiss has been named manager, nighttime program administration; David Sontag, appointed supervisor nighttime program services. Bercovici, Cunneff, Theiss and Sontag will report directly to Courtney.

In daytime programs, Sacks announced these appointments:

Carl Lindemann, Jr., director, daytime programs; Robert F. Aaron, manager, daytime program administration; Frederick L. Wilson, manager, daytime program operations; John C. Greene, supervisor, daytime program services, the latter three reporting to Lindemann.

Special-Program Changes

In the special program area, Thomas O. Loeb has been appointed director of special programs; David Tebet continues as manager, special programs; William V. Sargent continues as director, participating programs. Also continuing in their present positions are William Hammerstein as director, program submissions, and Ross Donaldson, manager, program submissions. Courtney, Lindemann, Loeb, Sargent and Hammerstein will report to Lewine.

In his enlarged area, Lewine will continue to report to Sacks. Daytime programming responsibilities have previously been administered by Mort Werner, who recently resigned as vice-president, television daytime programs, to join Kaiser Industries.

Jacksonville Council to Get Censorship Bill

Special to THE DAILY

JACKSONVILLE, Sept. 18.—An ordinance proposing the establishment of a city censor board to review and license motion pictures for exhibition in Jacksonville theatres is expected to be taken up by the city council tomorrow or Friday.

Manning Clagett, legislative representative of the Motion Picture Association of America, is here from Washington as an observer.

Free, Paid TV On Same Channel

From THE DAILY Bureau

WASHINGTON, Sept. 18.—A and a paid television program may scnt out on the same channel u a new subscription television sys now being developed by a New sey company.

Adaptable to Any Receiver

Blonder-Tongue Laboratories, of Newark told the Federal Comm cation Commission that although system was far from an operati stage, the company wished to inf the FCC of its research and prog

The new system is called Bi- and under it a paid program an free program would be broadcast multaneously on one channel. viewer could tune his set to see a program on any channel operatin his area. He would not see the program on that channel unless turned on a decoding device. W he did this the free program w become "invisible" and the paid gram would appear. The system c be used on any standard televi set, the company said.

Bi-Tran may require modifica of presently used transmitting eq ment, the company said, but it ca installed at "a fraction of the cost a wired system and does not br cast a scrambled picture.

Ziv Creates New Pos Promotes Two Others

Ziv Television Programs, Inc. announced the creation of a management position and the pro tion of two sales executives. Wa Kingsley, who for the past two y has been sales manager of Ziv's tional sales department, has been pointed to the newly created pos general sales manager of the sy cation operation, under M. J. Rif vice-president in charge of s Succeeding Kingsley as sales man of the national sales department James Shaw, who has been promo from his position as central divi sales manager of the national s department. Jerry Kirby, who been an account executive in the tional sales department, beco central division sales manager of tion-sales, succeeding Shaw.

Will Have General Supervision

Kingsley in his new position oversee all syndication sales re ing to stations, local and regional vertisers and will supervise the erations of the three geographic d sion headed by Jack Gregory, s manager for the eastern division; Broman, sales manager for the c tral division; and Allen Martini, s manager for the western division

Motion Picture Daily Feature Reviews

Man Escaped

ıntinental Distributing, Inc.

This new French film which was th written and directed by Robert esson, comes to the art theatre mar- t in this country laden with honors m abroad. It won the best director ard at the Cannes Film Festival s year and was the Grand Prize inner of the French Film Academy 1956. It also was accorded rave tices from the toughest of the Brit- newspaper critics. Sometimes such gh recommendations prove exag- rated, but in this instance they are ly deserved. "A Man Escapes" is an raordinary film.

Bresson is telling the true story— ithout embellishments," as he says a foreword — of the escape of a ung Frenchman, a hero of the Re- tance Movement during the war, m a German prison at Lyons in 43. That's all that happens in the n; a prisoner plots and carries out escape taking along with him at last minute a 16-year-old boy who s been made his cellmate.

The considerable fascination of this ture lies in the details that Bresson ticulously develops — not only the co's ingenious methods of effecting freedom but also the dreary routine the prison life and its debilitating ect on the Frenchmen held there. e obsession of the hero to escape o strongly put across that the audi- e can't help but be absorbed. And s sympathy which has been aroused ps in making the last 15 minutes of picture among the most suspense- ever put on the screen.

Not the least of Bresson's many ievements is his handling of his t, which consists entirely of non- ofessionals. Francois Leterrier, for tance, who plays the hero, gives the d of performance that many a vet- n actor might envy.

Art house exhibitors have one of ir strongest entries in years here. glish subtitles translate the French logue of this picture, which is be- released by Continental Distribut- Inc.

nning time, 94 minutes. General ssification. Release, in September.

R.G.

n Alligator amed Daisy

Arthur Rank

English society gets a bilt of a jolt en a certain lady alligator named isy is given a coming-out party by nes Robertson Justice as the pom- us and frightfully wealthy Sir James lebrook. J. Arthur Rank's latest ro- ntic comedy has its comic moments manages to get bogged down in a rsh of slapstick that borders on in- ity.

Donald Sinden is a promising song- ter whose pocketbook is certain to e on added poundage following his rriage to Diana Dors, the lovely vaceous daughter of Sir James Colebrook. Bound for England aboard an English Channel steamer, Sinden first meets a charming colleen, Jean Carson, and then an inebriated old gentleman, Wilfred Lawson, who presents him with a pet alligator called Daisy. Before Sinden has a chance to return the gift, Lawson disappears. Sinden, however, is not too favorably impressed by alligators, and prepares to make poor Daisy walk the plank. Miss Carson arrives in the nick of time, however, and changes Sinden's mind for him. As the ship ploughs on toward merry old England, Sinden, Miss Carson and Daisy become an almost inseparable "threesome."

When Sinden arrives home Miss Dors arranges a family get-together. Wedding bells are about to peal when Daisy waddles out of Sinden's room and creates one disaster after another. Justice immediately cancels wedding plans. He recants at last and decides to hold a big alligator rally to popularize Daisy. The party turns out to be slightly catastrophic, and a slight twist of plot gives the story a happy ending.

Donald Sinden portrays the songwriter with fine comic effect, and he is ably abetted by the capable Miss Carson and the alluring Miss Dors. Justice is perfect as the wealthy nobleman and, without exception, the cast of the Jack Davies screenplay turns in a superior performance.

Raymond Stross' production is in color and VistaVision and was directed by J. Lee-Thompson.

Running time, 88 minutes. General classification. Release, in October.

Slaughter on Tenth Avenue

Universal-International

ALMOST PERFECT casting and direction make this picture one of the most convincing dramatic films on the side of justice in the fight against gangster-dominated aggression of the waterfronts. All the story has been told before—but perhaps not as well as in this Universal release, produced by Albert Zugsmith and directed by Arnold Laven (with our sincere applause). The film is based on an original book by William J. Keating, who is the central figure portrayed in semi-documentary style, with Richard Egan playing his part, to perfection. The "rackets" have since been trying to discredit the original Keating story, but that can be considered merely as a sequel to this dramatic action. You have the feeling, as a witness, that all that is contained in the film has not only happened before, but may happen again, in fact, so long as gangs and law enforcement are entangled.

Selection of the principal characters shows great strategic value, for each of those portrayed, on either the side of right or wrong, seem so convincing as to be literally taken from the court's record. The original title was "The Man Who Rocked the Boat"—which gains in weight as you see the picture, but "Slaughter on Tenth Avenue" is closer in descriptive value, and even Richard Rodgers must have felt the same way as he composed his music score with the present title, that becomes background music in strength and theme, equal to the story telling. Audiences in New York and elsewhere, acquainted with the waterfront problems of our day, will appreciate the grim implications.

MUCH CREDIT should go to members of the cast—for great and small parts. Jan Sterling has the role of the murdered man's wife—who fights for him, to victory. Dan Duryea, as the attorney for the gangster-gunmen, is a thorough villain whom you dislike to the degree that becomes applause to a fine actor. Nick Dennis, in the role of "Midget"—an undersized waterfront worker who fights his own battles against crooks—turns in a splendid performance. Ned Weaver, as "Cockeye" Eddie Cook, the murderer, and his two "meatballs," are so well played that you may believe they stepped out of the original cast.

Members of the District Attorney's staff—not always supporting the younger assistant in his legal battles—are ably presented as they should be in any court of human evidence. It is for this reason that the end result is terrifying—for we never know when gangster violence ends and justice begins. In this story, a jury that is out all night returns a verdict of guilty of murder in the first degree—but only as another waterfront battle is fought and won, in the morning hours at the place where the original story was laid. Grim, exciting and tightly drawn—the cast, direction and production are topnotch for its type.

Running time, 103 minutes. General classification. Release, in November.

WALTER BROOKS

NYU Film Course

The Division of General Education of New York University will sponsor a course this winter on "Milestones in the American Film."

Copper Sky

Regal—20th-Fox—Regalscope

HOLLYWOOD, Sept. 18

Jeff Morrow and Coleen Gray are the name-players provided exhibitors with which to advertise this Emirau Production for Regal Films, and for a good deal of the running time they are the only players, making their perilous way across a desert in Apache country by wagon, by horse, and finally afoot. They are the last survivors of a frontier town decimated by an Apache attack which opens the picture on a high note of melodrama, and they wind up, after protracted suffering, extended philosophizing and various hardships, rescuing a Cavalry patrol from Indian ambush. The basic idea is unfamiliar in frontier fiction, which circumstance may compensate, in the case of most Western followers, for the plodding pace maintained between action sequences.

The screenplay by Eric Norden, from a story by the producer, Robert Stabler, opens with Morrow, a discharged Cavalryman, wrongfully convicted of murdering an Apache, friendly with the population of a frontier town which reasons, therefore, that the Apaches may not attack in revenge if they hang Morrow in plain view. Sentenced to be hanged at daybreak, Morrow obtains a bottle of whisky from the jailer and drinks himself into a stupor by way of preparation for death. Before they get around to hanging him, Apaches raid the town and kill everybody in it but overlook him in his cell.

To this scene and situation comes Miss Gray, a Boston school teacher arriving to teach the town's children, and the drunken Morrow agrees to drive her to the nearest settlement by wagon. When they get down to travelling by foot, and are near death from thirst and exhaustion, Morrow joins Miss Gray in prayer and, in a trice not nearly explained, they find themselves together by a refreshing pool and also in love. They walk on from there into the final skirmish with the Indians, from which he emerges a hero and she his fiancee.

Charles Marquis Warren is director and executive producer of the picture. Running time, 75 minutes. General classification. Release, in September.

W.R.W.

B.I.S. Films to Industry Thru Schoenfeld Firm

Lester Schoenfeld, distribution manager during the past seven years for British Information Services, who is shortly leaving the organization, will form a film distribution business of his own. He then will be appointed official theatrical distributor for B.I.S. Thus the B.I.S. films will again be available to all United States users.

The use of films for television will continue to be handled by British Information Services.



AND WHY VIA THE POST?

Here's what Howard Dietz, Vice Pres. of Advertising & Publicity for Loew's, Inc., says:

"We at M-G-M believe that 'Les Girls' will be one of the top box-office draws of the year. We picked The Saturday Evening Post as one of the great media to sell this winner, not only because Post readers themselves buy over 27 million movie tickets a month, but because these POST-INFLUENTIALS are a market that multiplies itself. For when you sell them, they tell the others."

The Saturday Evening POST
A CURTIS MAGAZINE

Sells the POST INFLUENTIALS – they tell the others!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 82, NO. 57 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 20, 1957 TEN CENTS

'OGEL AGAIN VICTOR IN LOEW'S COURT CASE

)elaware Ruling Denies Move to Enjoin Oct. 15 Meet

Decision, However, Bars Proxies' Use For Ousting of Meyer and Tomlinson; Latter Gets Access to Stockholder List

Special to THE DAILY

WILMINGTON, Del., Sept. 19—A victory on many points of law and fact for Joseph R. Vogel is contained in the decision rendered today by Chancellor Collins J. Seitz, in the Court of Chancery, concerning the suit of Ralph B. Campbell, plaintiff, against Loew's Inc., Joseph R. Vogel, W. A. Parker, George L. Killion and John L. Sullivan. The opinion occupied 37 double-spaced typewritten pages. The conclusions which Chancellor Seitz came to in his opinion are summarized as:

(1) No preliminary injunction will issue to enjoin the holding of the meeting now fixed for Oct. 15, 1957.

(2) The corporation will be preliminarily enjoined from recognizing and counting any proxies held by the individual defendants unless the corporation supplies the Tomlinson board members the stockholders' list as herein provided.

(3) Without regard to the action taken by the defendant under Point 2, the corporation will be preliminarily enjoined from recognizing or counting any proxies held by the Vogel group or others to the extent that such proxies purport to grant authority to vote for the removal of Tomlinson and Stanley Meyer as directors.

(4) No preliminary injunction will issue to restrain the corporation from

(*Continued on page* 5)

Loew's Views On Court Edict

Louis Nizer, special counsel for Loew's, Inc., in a statement issued yesterday regarding the decision of the Chancery Court of Delaware in the Loew's case, declared:

"I have just been informed that the Chancery Court of Delaware has

(*Continued on page* 5)

CC Action Tentative'; Encouraging'

Comments on the Federal Communications Commission decision announced Wednesday to invite tele-ers to apply for permits to experiment with pay television were varied terday. Some described the move encouraging, while others wanted e time to study the proposal.

Congressman Emanuel Celler was phatically opposed and issued a ement in Washington saying he uld call on the House Commerce nmittee, of which he is chairman, nold hearings early next year on his to ban toll TV. He again quested the FCC's legal authority to y tests.

Louis Novins, president of International Telemeter Corp., Paramount sidiary, said:

"We consider the FCC action as an ouraging step forward in the furrance of the whole concept of pay

(*Continued on page* 4)

55 Theatres With Todd-AO

By JAMES M. JERAULD

Fifty-five theatres in the United States and Canada have been equipped for showing Todd-AO 70mm film with six-channel sound and negotiations are under way for more than a dozen more, according to L. Douglas Netter, vice-president of Todd-AO Corp.

This company licenses producers for use of the process and supplies

(*Continued on page* 4)

Permit Schine Sale Of Six Properties

Special to THE DAILY

BUFFALO, N. Y., Sept. 19 — Schine Theatres today received Federal Court approval to divest themselves of six properties they were

(*Continued on page* 4)

Strong Pre-Selling Today's Promotion Keynote: Lipton

By JAMES D. IVERS

The only practical—the only successful—approach to advertising and promoting a picture today must be one planned, based and built upon pre-selling. That is the professional philosophy of David Lipton, Universal vice-president in charge of advertising, publicity and exploitation.



David Lipton

Explaining his premise concisely and succinctly in an interview in this week's "Motion Picture Herald," Lipton pointed out that the public is shopping and buying more and more selectively, that the public is exposed more intensively and more frequently to pressures for purchases and activities of all kinds, and that carefully planned long term pre-selling is the only way a merchandiser can hope to break through the preoccupation of the public with so many different areas of impression.

"There are of course different aspects of pre-selling, some of them overlapping," he explained.

"First there is the importance of impressing our own sales force, both domestic and foreign, with informa-

(*Continued on page* 6)

Silverstone, Harrison Start 'Arms' Planning

Murray Silverstone, president of 20th Century-Fox International, and domestic general sales manager Alex Harrison have returned here from Hollywood full of enthusiasm for David O. Selznick's "A Farewell to Arms," which they went to the West Coast especially to see.

Now that the executives have returned they will start a series of home office conferences with vice-president Charles Einfeld to plan world-wide distribution and merchandising for the picture. Harrison will set into motion

(*Continued on page* 6)

harge Yates Rejected ock Plan Offer

oseph Harris, president of Essex iversal Corp., in a press statement ied here yesterday, said he had n prepared to close a deal for acsition of Herbert J. Yates' 25 per t controlling stock interest in Reblic Pictures this week and charged t Yate had refused to conclude the eement.

Harris said that Essex "will seek

(*Continued on page* 7)

Television Today

Page 7

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of domestic distribution, has left here for Montana on his annual three-week hunting trip.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York today from Paris. JERRY PICKMAN, advertising-publicity vice-president, will return tomorrow.

•

ALFRED KATZ, United Artists home office foreign department executive, will leave here today for a tour of the company's offices in Central and South America.

•

JAMES E. PERKINS, executive vice-president of Paramount International, will return to New York tomorrow from Europe.

•

MRS. ROBERT DORFMAN has given birth to a son, WALTER JAY. Father is Buena Vista exploitation manager.

•

MANUEL BARBACHANO, Mexican producer, will arrive in New York today from Mexico City.

•

FRED BELLIN, ANTHONY TARELL and MERVIN RISEMAN, of Astor Pictures Corp., will return to New York over the weekend from Atlanta, where they attended the funeral of EMILE N. SAVINI, Astor executive vice-president.

•

HENRY CORNELIUS, British director, will arrive in New York on Sunday from London via B.O.A.C.

•

MAURICE "RED" SILVERSTEIN, M-G-M home office executive, will leave New York today for Hollywood.

•

SOL C. SIEGEL left here yesterday aboard the "United States" for Europe.

Gorham Services Sat.

DETROIT, Sept. 19.—Funeral services for Mrs. Alice N. Gorham, publicity and advertising director for United Detroit Theatres, who died yesterday, will be held Saturday at 10 A.M. at the William R. Hamilton Funeral Chapel, 3975 Cass Avenue. Interment will be beside her husband, Jack, at Lake City, Michigan.

Sees Science-Fiction Bonanza Subject

When studios get going on science-fiction films they'll strike a bonanza, says Saul David, editorial director of Bantam Books, who has just returned from two weeks of consultations at the coast studios.

"The studios are talking science-fiction now," he said, "but what they're actually making is monster films. I keep hoping to see a full-dress science-fiction effort made because from our experience with science-fiction paperbacks, we know there is a large and avid audience for them. It would be unfortunate if, when the monster picture cycle runs out, movie makers arrived at the conclusion that science-fiction movies have no appeal. Monster pictures are not science-fiction. They appeal to a different audience entirely."

Business Building Ads Are Taken Under Study

Ideals for the industry's business building campaign were submitted Wednesday night to the advertising and publicity directors committee and the Council of Motion Picture Organizations. The committeemen were so impressed by the display that they decided to give further consideration to the selected themes and have the review subcommittee study them for a final recommendation next Monday night.

The subcommittee will try to weld the approved ideas into a definite campaign which would extend over 12 months or longer. The subcommittee's recommendations will be presented to the exhibitor group committee headed by Ernest G. Stellings, president of Theatre Owners of America; Sam Rosen, Si Fabian, Leonard Goldenson, Rick Ricketson and others.

The proposed budget is $3,000,000 for the first year. The subcommittee is headed by Paul Lazarus, for distributors, with Harry Goldberg, Harry Mandel and Ernest Emerling representing exhibitors. Si Seadler and Oscar A. Doob are other distribution representatives. Charles E. McCarthy of COMPO and Taylor Mills of the Motion Picture Association are also on the eight-man subcommittee.

'Ark' Opens in N. E.

"Noah's Ark," which is being released nationally by Associated Artists-Dominant, had a multiple opening in the New England area yesterday, spearheaded by the Metropolitan Theatre in Boston. Over 200 theatres in the northeast will play the new version of Darryl Zanuck's spectacle in the next two weeks.

Skiatron Toll-TV Plea Stalemated by NCTA

Special to THE DAILY

SAN FRANCISCO, Sept. 19 — The Northern California Theatre Association today successfully stalemated for at least a week any action by the board of supervisors in Skiatron's application for a toll-TV franchise.

L. S. Hamm, attorney and operator of eight theatres, asked for a week's delay to rally support against granting the franchise. He appeared in his official capacity as chairman of NCTA's executive committee.

Hamm told the supervisors pay TV "would be very bad for San Francisco, not only in the theatre industry, both legitimate and movies, but to countless other businesses."

Alan Lane, of Skiatron, argued vigorously against the delay in granting a franchise, but Hamm's position was strengthened and the postponement granted when city attorney Dion Holm informed the board that the city and Skiatron have still not worked out a contract satisfactory to both parties.

On top of this was a report from controller Harry Ross that his office has not yet received from Skiatron a statement of its financial resources which had been requested when Skiatron originally made its bid for a franchise.

Brylawski Unit Affirms His Toll-TV Opposition

From THE DAILY Bureau

WASHINGTON, Sept. 19 — A meeting of members of the Motion Picture Theatre Owners Association of Metropolitan Washington ratified the decision of the group's leaders to oppose proposals for a local wire-television service. The Washington Broadcasting Co. has asked the District of Columbia commissioners to approve such a system, and has also asked four suburban local governments for an okay.

The head of the Washington exhibitor organization, A. Julian Brylawski, earlier wrote the District of Columbia commissioners asking permission to be heard in opposition to the proposal before the commissioners act, and the membership meeting today endorsed Brylawski's action. It named a five-man committee headed by Brylawski to appear before the commissioners if and when a hearing is held.

Einfeld to Europe

Charles Einfeld, vice-president of 20th Century-Fox, is scheduled to leave by plane next Thursday for Europe on a combined business and vacation trip. In a month abroad he will confer with company representatives on forthcoming releases and merchandising plans for them.

Report SW Gross And Net on Rise

Gross income of Stanley Warn Corp. in the final quarter of the ye ended Aug. 31 was ahead of the inc cated $26,453,000 a year earlier, t "Wall Street Journal" reported yest day. For the full fiscal year theat admissions, merchandise sales, re and other income rose to upwards $110,000,000 from $96,234,257 in f cal 1956. Gross income for the weeks ended last May 25 rose to $8 808,679 from $70,780,400 a year ear er, the Journal noted.

Net profit in the four fiscal quarte is not yet known, it was pointed o For the 39 weeks ended May 25 t firm showed a 33 per cent rise in ear ings to $2,699,591, or $1.25 a shar from $2,029,190, or 94 cents, a ye earlier. Reports are that fiscal 19 net was well ahead of the $1.47 share earned in the preceding year.

Cinerama Looking Abroad

A Stanley-Warner official was quo ed in the story as saying "We've see no saturation in Cinerama," which w first introduced five years ago. T company is currently negotiating wi Warner Bros. for the latter to hand the distribution of Cinerama pictur abroad.

The company is continuing to r duce the number of theatres it o erates, the Journal said, with 227 no in the circuit, which is off from 234 year ago.

Balaban Co-chairman Of Dinner for Nizer

Barney Balaban, president of Par mount Pictures, has been named c chairman of the testimonial dinner i honor of industry attorney Louis N zer, to be held Thursday night, Oc 24, at the Hotel Sheraton-Astor her Proceeds of the affair will go towar the establishment of a memorial an scholarship fund at Yeshiva Univer sity in honor of Nizer's father, th late Joseph Nizer.

Also named co-chairman of th dinner was Charles H. Silver, pres dent of the Board of Education o New York City and a trustee o Yeshiva.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otter National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.



THE NATION'S FAVORITE DELIVERS A MILLION DOLLARS WORTH OF FUN AND ENTERTAINMENT IN HIS SENSATIONAL MOTION PICTURE STARRING DEBUT!

Hal March

is wonderful in this wonderful comedy!





Lots of STORY— lots of girls!
The gang's out to fix the big beauty contest... till Hal fixes the gang. The photo finish comes when the dress disappears and the girl doesn't! And who can beat September Morn?

Paramount presents

HEAR ME GOOD

co-starring

JOE E. ROSS

with MERRY ANDERS • JEAN WILLES

Written, Produced and Directed by DON McGUIRE

A Paramount Release VISTAVISION®

FCC Decision

(*Continued from page* 1)

television. Until such time as we can study the rules under which the proposed tests are to be made we cannot comment further about them."

Walter Reade, Jr., head of Walter Reade Theatres, who has had experience with a UHF station, made this comment: "Any means of communication which allows the people in our great country a choice is important enough to receive consideration. Ultimately, tests will show whether the system has any merit or not."

Cites Media Multiplicity

He said he considered it significant that the FCC had not approved any single medium—Telemeter, Skiatron or others. When the FCC formulates regulations to govern the tests, he expects they will be reasonable.

Leopold Friedman, head of Loew's Theatres, said that he had not had time to study the FCC proposal, as did Sol Schwartz, head of RKO Theatres.

At the office of Leonard Goldenson, head of American Broadcasting-Paramount Theatres, it was stated no comment would be forthcoming for the present.

Harling Studies Statement

Phil Harling, co-chairman of the Joint Committee Against Toll TV, said the most significant aspect of the FCC statement was that it by-passed the companies which have sought permission to use the air for pay TV and directed its memorandum to the individual stations.

"In essence," he said, "the statement denies the requests of these companies for permission to go ahead."

Harling said he was anxiously awaiting the staff report on what conditions would govern the applications for tests and the rules and regulations under which the tests would be made.

He said he feels the statement reflects doubts in the minds of the commission members as to their authority to conduct such tests. The action may well be an invitation to Congress to take action on that question after it reconvenes and possibly to outlaw toll TV over the air altogether, Harling believes.

Tentative Aspect Stressed

Several men contacted pointed out that the FCC action was tentative. Industry lawyers said the move was equivalent to an invitation to Congress to act before the proposal goes into effect. Congressman Celler said he was confident that if Congress starts looking into the problem early next year, the FCC will defer any final decision on toll TV tests until Congress acts. The FCC had merely invited applications, he pointed out.

"In all the circumstances," he declared, "it is particularly incumbent upon the Congress to take expeditious action in the early part of the next session to consider this entire matter. As the first step in the Congressional resolution of the matter, it is important that the House Commerce Committee hold hearings as soon as possible on my bill which would make clear that spectrum space belonging to all the people must not be utilized for TV at a price. This space should be in nobody's pocket.

Doubts FCC Authority

"I must reiterate that authority of the FCC to authorize pay TV broadcasting on channels authorized for free TV is dubious at best. In addition, introduction of subscription television, even on an experimental basis, may bring in its train a number of disastrous consequences. These dangers, of which the commission is well aware, contain such a grave threat to the public interest in television that no action authorizing even the experimental diversion of television should be taken without the express approval of Congress.

The National Association of Radio and Television Broadcasters also commented on the FCC announcement today, saying that the association still held to its belief that the FCC did not have the power to authorize subscription television. NARTB president Harold Fellows said the March 1 date would give Congress an opportunity to express its feelings on the action.

HOLLYWOOD, Sept. 19. — The decision of the Federal Communications Commission to authorize pay television experimentation yesterday prompted statements by two talent guilds today.

John L. Dales, national executive secretary of the Screen Actors Guild, said, "SAG believes FCC has taken the right step in providing a trial period for pay-television during which the public, entertainment industry and organized labor will be able to determine the benefits to be derived from this great technological advance, as well as disadvantages, if such should appear."

Frank Nugent, president of the Screen Writers branch, said, "The writer will be an important part of this experiment."

EDITORIAL

The FCC Action on Pay TV

By Sherwin Kane

IT IS DOUBTFUL whether the Federal Communications Commission's handling of the subscription television issues this week will bring any genuine pleasure to its proponents. On the other hand, opponents of pay TV can enjoy only a tempered relief because the action taken, while inconclusive for the time being, certainly is demonstrative of the way the wind is blowing for pay TV. Like it or not, a trial, at the very least, is inevitable.

From the comments made and the statements issued by interested parties within and without the film, theatre, TV and government orbits, and which are reported in this issue of MOTION PICTURE DAILY, there emerges a clear impression that the FCC's action has won few, if any, genuine admirers. Moreover, the large number of interested parties who declined comment or deferred it, provide unsuspected eloquence by their silence.

The conclusion appears inescapable that the FCC actually has not dealt with the question decisively. What it has done is to invite applications from present and proposed stations to engage in pay TV experimentation during a three-year period subsequent to next March.

In so doing, it has provided ample time for Congress to step in and say whether or not any experiments may be authorized and, if so, under what conditions and at what time. While Congress is at it, it may also have something to say about the conditions under which closed circuit television over state lines may be operated in the future.

The FCC has taken a step. It is doubtful whether pay TV has been brought any nearer thereby.

Mulvey Again Heard in Goldwyn 'Trust' Case

Special to THE DAILY

SAN FRANCISCO, Sept. 19 — James A. Mulvey, president of Samuel Goldwyn Productions, continued as a witness today in Goldwyn's anti-trust suit against National Theatres and affiliates.

Mulvey described various conferences he had attended in the Department of Justice with Tom Clark, then United States Attorney General and now a Justice of the U. S. Supreme Court, in which Mulvey said he complained of collusion practices by National Theatres in regard to the splitting of product. Mulvey said Clark subsequently took action under the anti-trust laws.

Meanwhile, waiting to testify, was Philip Marcus, former chief of the motion picture section of the departments anti-trust division, who also had been summoned by Joseph L. Alioto, chief trial lawyer for Goldwyn.

'Godfrey' to Roxy

Universal-International's "My Man Godfrey" will have its pre-release world premiere at the Roxy Theatre here, following the current attraction.

55 Theatres

(*Continued from page* 1)

camera and recording equipment fo its licensees. The same arrangeme applies to projectors for theatres.

The projectors can be adapted f use of all sizes of film from th 35mm standard, to the 20th Centur Fox 55mm and the MGM 65mr Netter says exhibitors find it tak half as much light to get sharp foc with 70mm as is required for 35mr

Long Runs the Rule

The runs of "Oklahoma" in Tod AO ranged from eight to 65 week Thus far the showings of "Around t World in 80 Days" have gone up 39 weeks and are still in progres The 38 and 39-week runs began la December at the Carthay Circle, L Angeles; Coronet, San Francisc Film Center, Baltimore; Midtow Philadelphia; Sheridan, Miami Beac Tower, Houston; Tower, Dalla United Artists, Detroit. The longes 48 weeks, began at the Rivoli, Ne York, October 17, 1956.

The theatres range in size fro the 617-seat Capri at San Diego t the 2100-seat Century at Buffalo.

Five installations have been mad in the last 30 days at Buffalo, Pr vidence, Birmingham, Chapel Hi N. C., and Utica. The installation a the Grande, Buffalo, a Schine hous is the first moveover for "80 Days."

By the time "South Pacific" ready for showing, Netter predict there will be between 70 and 75 i stallations functioning.

Snider Installs Todd-AO In Providence House

The Ralph Snider circuit is instal ing Todd-AO equipment at the El wood Theatre, Providence, R. I., for a Oct. 10 opening of "Around the Worl in 80 Days." There will be ten show a week, including three matinees, wit all seats reserved in this 1,000-se house situated about two miles fro downtown Providence in the reside tial area. This theatre marks the thir in New England (excepting Connecti cut) to be equipped with Todd-AO The first two are in Boston and bot are operated by Benjamin Sack.

Permit Schine

(*Continued from page* 1)

ordered to give up by a Feder judge in 1949.

Federal Judge Harold P. Burk granted approval of the sale of th Palace Theatre, Oneonta, and vacant lot in Perry, and for the su render of unexpired leases on th Miami Theatre, Piqua, Ohio; Sout ern Theatre, Bucyrus, Ohio; an Richmond Theatre, Herkimer an Kentucky Theatre, Lexington, Ky.

Four Schine individuals and nin corporations were found guilty la year of contempt for not divestin themselves sooner of theatre holding as ordered in June 1949 by the la Federal Judge John Knight. The were fined $73,000 and have ap pealed.

New Victory for Vogel in Loew's Litigation

dict Clarifies olderControl ver Directors

(*Continued from page* 1)

ying reasonable sums incurred by e Vogel group in soliciting proxies. (5) A preliminary injunction will ue restraining the corporation from rmitting the use of its personnel d facilities for the solicitation of oxies by the Vogel group. (6) No mandatory preliminary inction will issue to compel the inidual defendants to attend direcs' meetings.

The chancellor chided both sides indicated in some of his notes on e case in general. He says, in part: "I should add that the *prolix facal* presentation was put before the urt in such a fashion that it has en at times difficult for the court determine whether or not the facts ied upon here are all of record. If ave taken liberties with the record will expect counsel to promptly inform me in detail."

Poses, Answers Questions

In answering his own question, "Is ere a reason to consider the absence a reference in the by-laws to new rectorships to be significant?", Chanlor Seitz answers "I think not," and continues: "I therefore conclude at the stockholders of Loew's do ve the right between annual meetgs to elect directors to fill newly eated directorships.

Concerning the argument of the laintiff that the shareholders of a Delare corporation have no power to nove directors from office even for ause and that thus the call for that rpose is invalid, the Chancellor ted:

"While there are some cases sugsting the contrary, I believe that the ckholders have the power to remove director for cause. . . . This power ust be implied when we consider at otherwise a director who is guilty the worst sort of violation of his ty could nevertheless remain on board. It is hardly to be believed at a director who is disclosing the rporation's trade secrets to a compeor would be immune from removal the stockholders."

Clarifies 'Director' Statute

After stating that the plaintiff is rect in that there is no provision our statutory law providing for the noval of directors by stockholder tion, the opinion goes on to state at . . . "but when we seek to exde the existence of a power by imcation, I think it is pertinent to nsider whether the absence of the wer can be said to subject the corration to the possibility of real dan. I say this because we seek intention and such a factor would be relevant to that issue.

"Considering the damage a director might be able to inflict upon his corporation, I believe the doubt must be resolved by construing the statutes and by-laws as leaving untouched the question of director removal for cause. This being so, the court is free to conclude on reason that the stockholders have such inherent power.

"I therefore conclude that as a matter of Delaware corporation law the stockholders do have the power to remove directors for cause. I need not, and do not, decide whether the stockholders can by appropriate charter or by-law provision deprive themselves of this right."

Can Remove for Cause

Chancellor Seitz further goes on to say that the stockholders have the power to remove a director for cause even where there is a provision for cumulative voting and that adequate protection is afforded "not only by the legal safeguards announced in this opinion but by the existence of a remedy to test the validity of such action, if taken."

Turning to the defense arguments, the opinion deals with the idea that the plaintiff, being only a stockholder, has no standing to make the contention that the foregoing requirements have not been met. The opinion states that there is no basis for telling a stockholder, particularly "where cumulative voting is involved, that he has no right to challenge the legal propriety of action proposed to be taken to remove a member of the board of directors. After all, the board is managing the corporation for all stockholders and while a director may have sufficient standing to attack the action himself, I cannot believe that a stockholder is lacking a sufficient interest to warrant legal recognition."

The opinion finds that the directors involved in the case "received copies of the letter. Under the circumstances I think it must be said that the two directors involved were served with notice of the charges against them. It is true, as the plaintiff says, that the notice and the proxy statement failed to contain a specific statement of charges. But as indicated, I believe the accompanying letter was sufficient compliance with the notice requirement."

Discusses 'Proof'

Asking if the charges represented proved, legally sufficient cause to justify the ouster of the two directors by the stockholders the opinion stated:

"I am satisfied that a charge that the directors desired to take over control of the corporation is not a reason for their ouster. Standing alone, it is a perfectly legitimate objective which is part of the very fabric of corporate existence."

The opinion also justifies Vogel charges, in his letter to the stockholders to the effect that the two directors engaged in a calculated plan of harassment to the detriment of the corporation and the chancellor states that they are legally sufficient to justify the stockholders in voting to remove such directors, and that the charge of "a planned scheme of harassment" as detailed in the letter constitutes a justifiable legal basis for removing a director.

The opinion concluded that "the procedural sequence here adopted for soliciting proxies seeking authority to vote on the removal of the two directors is contrary to law. The result is that the proxy solicited by the Vogel group, which is based upon unilateral presentation of the fact by those in control of the corporate facilities, must be declared invalid insofar as they purport to give authority to vote for the removal of the directors for cause."

Treats Proxy Subject in Detail

Concerning the proxies solicited by Vogel the chancellor wrote:

"On balance, I believe the conclusion on this point should not result in the absolute nullification of all proxies submitted by the Vogel group. However, I believe it does require that their use be made subject to terms. I say this because they should not be permitted to benefit merely because they have physical control of the corporate facilities when they represent less than a majority of the directors in office."

The chancellor said of the letters soliciting proxies, "I do not believe that they are so misleading as to void the proxies. After all, the Vogel group is soliciting proxies on the basis of its record in administering the corporation.

" . . . While I have no doubt that it would have been better for the material to have contained a more explicit factual narrative of the status of the board personnel at the time of the proxy solicitation, I cannot believe that the overall result is so misleading as to justify this court in concluding that the proxies may not be used for any purpose."

Campbell a Tomlinson Partner

Campbell has been identified in the action as a business partner of Tomlinson in a Kentucky hotel operation.

Tomlinson also lost a previous bid in the Delaware Chancery Court to have his "rump" board meeting election of Louis B. Mayer and Samuel Briskin declared valid. He has appealed this decision to the Delaware Supreme Court, where it is now pending.

Tomlinson also has suffered two setbacks in New York State courts in his battle with the Loew's management.

Loew's Views on Court Edict

(*Continued from page* 1)

handed down a decision in the Campbell action, which holds:

"1. The Special Stockholders meeting which Joseph R. Vogel, president of Loew's, Inc., called, will take place on Oct. 15, 1957. Chancellor Seitz has denied the injunction requested by Campbell to enjoin or postpone this meeting.

"2. All of the proxies solicited and received on Mr. Vogel's behalf may be voted at this meeting. The Court requires that a stockholders' list be supplied to Tomlinson's attorney and this is being done promptly.

"3. Although the Court finds that the charges made against Tomlinson and Meyer for their removal for cause are sufficient if proven, and although the Court finds that the notice given of such charges was adequate, it holds that the opportunity of Tomlinson to reply to such charges in advance of the meeting is not adequate and, therefore, the proxies may not be used to oust Tomlinson and Meyer at the meeting of Oct. 15, 1957, although they may be used for all other purposes.

"4. The Court removes the prior temporary injunction which restrained the corporation from paying reasonable corporate funds for the solicitation of proxies by the Vogel group and decides that since Mr. Vogel supervised and represented the policies of the corporation, reasonable corporate funds may be used for the solicitation of proxies.

"5. The Court denies Campbell's request for an injunction to compel the four directors, called the Vogel group, to attend directors' meetings prior to the Special Stockholders' meeting. The Court finds that under these circumstances the Vogel directors need not attend directors' meetings prior to the special stockholders meeting.

"6. The Court held that the proxy solicitations issued by Joseph R. Vogel and George Kilion, chairman of the Executive Committee, were accurate and fair, and denied a request for an injunction against their use."

Joseph R. Vogel said:

"The decision speaks for itself and I need not comment upon it, except to state my complete gratification with the fact that the stockholders, who are the real owners of this company, will not be prevented on Oct. 15, 1957, from determining the destinies of our company."

Procedure for Use of Proxies Is Spelled Out

National Pre-Selling

"LIFE" has a photo and text story on "The Sun Also Rises." The editor wisely chose excerpts from Ernest Hemingway's first novel for the major portion of the text for this story about American expatriates living in Paris after World War I. Hemingway's gift for building his characters and describing their behavior is clearly shown in this article. For instance, in writing about the bullfighter, he does it this way: "Romeo never made contortions, always it was straight and pure and natural in line. The others twisted themselves like corkscrews, their elbows raised, and leaned against the flanks of the bull after his horns had passed, to give a faked look of danger. Afterward, all that was faked turned bad and gave an unpleasant feeling."

•

Walt Disney's "Perri" was named after its star, an ingratiating little squirrel who lives in the forests of Utah and Wyoming, where the film was made. It took two years to photograph this fine nature film, and "Seventeen" has selected it as the picture of the month for October.

•

A striking ad on "Escapade in Japan," the story of two adventurous youngsters, appears in the October issue of "Redbook."

•

For 29 days last winter an unusual pennant fluttered from a flagpole over the entrance to one of Warner Brothers' big sound stages in Burbank. "It was a pair of striped pajama pants," relates Jon Whitcombe in the September "Cosmopolitan." If you recall the songs from "Pajama Game," you'll no doubt remember them as rollicking. Some numbers require the heroine to sing while munching an apple. Doris Day, who plays that part, told the author, "I have to chew on them all through the picture, and I hate apples."

•

"Raintree County," produced in Camera 65 process, is advertised on the table of contents page of "McCall's" September issue.

•

Since World War II, a large segment of our population has been moving to the suburbs. Uppermost in this shifting of population from the cities have been newly married couples. John McPartland has written a novel about these new suburbanites and Twentieth Century-Fox has produced a picture based on the novel. It is titled "No Down Payment" and deals with four young couples. "Look" has selected this new film for review in the October 1 issue.

WALTER HAAS

Strong Pre-Selling Lauded

(*Continued from page* 1)

tion about the production. In this area trade paper advertising is one of the most important factors in creating atmosphere and conveying information. This carries on into the second area also — exhibition—where the trade paper medium is the one we use most intensively in our pre-selling campaigns.

"Trade press ads", Lipton interjected, "demonstrate also our confidence in the potential of a picture."

"Thirdly," the Universal executive continued, "we take our pre-selling campaign to the general press. Newspaper editors, like the public, are exposed to an enormous number and variety of pressures and so we make a special effort to break through this barrage.

Complements Trade Press

"We know that film editors on the papers read the trade press but we back this up with concentrated material sent to them far in advance of the release of a picture and tailored to their needs. We have constant communication with every major motion picture editor in the United States. We frequently arrange advance screenings in theatres in the key cities, particularly when we have a family picture."

These screenings also, Lipton pointed out, are important in starting word of mouth particularly for family pictures, like "Escapade in Japan."

Planned Far in Advance

Having covered the trade and the general press with what might be called pre-pre-selling, Lipton and his staff are ready to go directly to the public with a campaign that may have been laid out as much as a year in advance. As an example he cited "There's A Time to Love," which will be released next August, the campaign for which was laid out last month.

"Every means of research we can evaluate," Lipton declared, "proves that the ability to get a picture started on a high level depends on the number of people who know about it prior to seeing the local ads announcing it at their theatre."

Continuing on this point he said, "There is some question as to the number of people who read the motion picture pages regularly, particularly in the area we want to hit, the audience which attends movies infrequently or not at all. Also we are conscious that advertising rates limit the amount of advance newspaper advertising that can be used on the local level.

Several Media Utilized

"For these reasons, and in order to pre-sell as effectively as we can so that those who do see the local ads have developed a prior interest in seeing the picture, we use every means we can—national magazines, in which we are one of the largest film advertisers; billboards, because of the enormous number of people on the road today; the fan magazines, they command a tremendous audience particularly among women and teen-agers; radio, where again we reach that desirable audience of women and teen-agers through both the soap opera program and the disc-jockeys through whom the young people are most easily reached; and television, which we use judiciously to build prior interest.

Having thus prepared the ground, moderate to heavy local advertising when the picture plays a particular situation brings, all other factors being equal, the audience to the box office. "Then we start counting the money—or our mistakes," he concluded wryly.

Silverstone, Harrison

(*Continued from page* 1)

plans to open the film in a limited number of theatres in the U.S. and Canada during the Christmas holidays.

"'A Farewell to Arms'," Harrison said yesterday, "ranks with Selznick's foremost screen achievements, truly magnificent successor to his 'Gone With the Wind.' He has returned from his nine-year absence from active film production with the most worthwhile effort of his entire career. I was thrilled to see that all of his dreams and ambitions have been realized in this production."

Buy Two Theatres

PLYMOUTH, N. C., Sept. 19—W. J. P. Earnhardt and Mrs. Leona B. Taylor, both of Edenton, have purchased the Plymouth Theatre and the Plymouth Drive-In Theatre from the J. Shepherd Brinkley estate. The theatres have been operated since Brinkley's death by his sisters, Mrs. Bernice Hammons and Miss Marian Brinkley.

MGM Ad Wins Award

M-G-M has won an award for a full color advertisement on "Teahouse of the August Moon" in the first annual "Editor and Publisher" ROP color awards competition, co-sponsored by the American Association of Newspaper Representatives, the Advertising Agency Production Men's Club and the Art Directors Club of Chicago.

New Art Theatre

PHILADELPHIA, Sept. 19 — Another first run art house will be added to the area early next month when the A. M. Ellis Theatres institutes the new policy at its suburban Bala in Bala-Cynwyd, Pa.

Buys Washington House

GIG HARBOR, Wash., Sept. 19—Al Mushkin of the Theatre Drapery Supply, Seattle, has purchased the Roxy Theatre at Gig Harbor. Will operate it week-ends.

PEOPLE

Y. Frank Freeman, Paramou vice-president, has recovered fro illness and has returned to the Coa studios.

□

Richard Heermance, assistant **Walter Mirisch** during the latter regime at Allied Artists, has resigne from A.A. to join the newly forme Mirisch producing company in th same capacity.

□

Abraham Gotfried, Loew's Inte national manager for Thailand for th past seven years, has been appointe branch manager at Calgary, it wa announced by **Charles M. Reagar** vice-president and general sales man ager. Gotfried succeeds **Albert Gena ske** who resigned.

□

Harry Oldach, formerly Poli stu dent assistant manager in Hartford has been named assistant manager o Loew's Poli Theatre in that city. H replaces **Albert R. Corey,** who is re signing to join the Hartford sale staff of Capitol Records.

□

Joseph L. Kubin has been electe president of Motion Picture Industry Controllers at a meeting held i Hollywood. He succeeds **M. A Mason.**

□

Robert C. Pontensiani has bee named assistant manager of Loew' College Theatre, New Haven, Conn

□

Frank R. Schultz, formerly office manager in Portland, Ore., for United World Films, subsidiary of Universal Pictures, has been appointed branch manager in Portland for UWF. He succeeds **Herman Block,** who has been transferred to the Los Angeles office.

□

Frank C. Walls has been named director of sales promotion for Globe Ticket Co., Philadelphia. He will head a completely new sales promotion department.

□

Don Heller, member of the specia events department of United Artists for the past three years, has joined Don Gerald Enterprises, Inc., public relations firm.

□

Arthur P. Hill of Los Angeles has been made a fellow of the American Institute of Electrical Engineers, according to **Walter J. Barrett,** president. This is the organization's highest honor. Hill was one of the technical pioneers in the period leading to the introduction of sound.

□

Murray M. Kaplan, formerly of Warner Brothers International and United Artists, has been named sales manager of NTA Pictures.

Television Today

Bi-Tran System Is Described Here

The new electronic development, lled "Bi-Tran" was described here sterday at a press conference at oots Shor's Restaurant. Bi-Tran, a velopment of Blonder-Tongue aboratories, of Newark, N. J., purorts to provide solutions for probms involving channel allocations, ilitary TV communications, educaonal TV, public service TV and ay TV.

The system would provide two proam choices on each channel allocaon. On each channel one selection uld carry free television programs d the second could be utilized as pay TV or additional service.

Isaac Blonder, one of the company ecutives, pointed out that Bi-Tran s the advantage of not requiring stly cables because the system ould utilize ordinary telephone res. Secondly, he added, when a ogram is selected, the programs for y TV would be instantly recorded central telephone exchanges.

Blonder was quick to point out at the development is still in eoretical stages and that many oblems still have not been worked t. He said it would take several ars for the system to be at all acticable for installation.

eek TV Extension

WASHINGTON, Sept. 19 — The ashington Broadcasting Co., which t week sought permission to start a re television service in the District Columbia, has sought permission extend this service to four suburban eas. The request went to the Alexdria, Va., city council, the Arlingn, Va., county board, the Montgomy County, Md., council and the nce Georges County, Md., comssion.

ew Clark Subsidiary

PHILADELPHIA, Sept. 19—James Clark, who heads the Highway Exess Lines, Inc., here, announced that ective Oct. 1, the film delivery, theical road show, newspaper, magae and other trucking services of the mpany will be operated by a newlymed subsidiary company under the n name of Clark Transfer, Inc., intaining the same facilities and ff. These services had been conted as a separate division of Highy for many years.

HF-TV to Balabans

WASHINGTON, Sept. 19 — The deral Communications Commission ay awarded a UHF television nnel in Champaign-Urbana, Ill., the Plains Television Corp., 50 per t of which is owned by H. and E. laban Corp.

Fellows Hails Pope's TV, Radio Reference

Special to THE DAILY

SCHENECTADY, N. Y., Sept. 19. —The president of the National Association of Radio and Television Broadcasters sees in Pope Pius XII's encyclical on the extension of the Legion of Decency of its labors from the field of motion pictures to that of television and radio, "dramatic evidence of the vast importance" of the electronics medium to modern civilization.

Harold E. Fellows, in response to requests for comment on the Pope's message, released a statement here saying that reports of the document, the text of which he had not yet seen, quoted the Pontiff as using the phrase "privilege of our century" in reference to broadcasting. "It strikes me as a wonderfully apt description," Fellows observed.

Points to Broadcasters' Code

Citing the fact that radio and television broadcasters in this country have "recognized the great responsibility" that is ours under the American system of "free broadcasting," Fellows pointed to adoption, under NARTB auspices, in 1937, of the voluntary promulgation of Standards of Practices for Radio Broadcasters, and, in 1952, of the NARTB television code.

Both documents provide broadcasters with "guideposts by which they maintain high standards of programming and advertising and at the same time preserve our traditions of freedom of speech and expression," Fellows said.

He has "great faith" both codes will "continue to provide broadcasters with the means through which they will maintain a service of the highest character."

Rank to Release Four In October, November

Rank Film Distributors of America, Inc., will release four pictures in October and November, it was announced this week by Irving Sochin, general sales manager.

The October releases are "The Spanish Gardener" and "An Alligator Named Daisy." For November they are "As Long As They're Happy" and "Pursuit of the Graf Spee."

Two More to Reopen

CLEVELAND, Sept. 19—Local exchanges report a growing interest among small town theatre operators in re-opening for the fall season. In addition to the Grand, Grand Rapids (pop. 900) previously announced, September will see the lights turned on again at the Star, Deshler (pop. 1,570) and the Mohawk, Waynesburg (pop. 1,200).

See No Easing of British Agreement

From THE DAILY Bureau

LONDON, Sept. 19 — Likelihood of any easing of terms of the Anglo-American film agreement, to be discussed in Washington next week, lessened today when Chancellor of the Exchequer Peter Thorneycroft warned the nation of measures to be taken to maintain the value of the pound sterling.

On the eve of his departure for Washington for international monetary talks with U.S. representatives, Thorneycroft said the restrictive measures would include an intensification of the credit squeeze and raising the bank loan rate to seven per cent. He made no specific mention of the film agreement but the inference was clear that the present terms would have to be maintained.

Knight Coming Oct. 3

Gordon Knight, head of the British team who will discuss the agreement with Eric Johnston and MPA representatives, will go to New York October 3 after the completion of the talks, for informal discussions with major industry representatives.

Lewis, Seaton to Meet On 'Oscar' Show Plans

Roger H. Lewis, co-chairman of the MPAA subcommittee to implement the Academy Awards program, will meet in Hollywood next week with Academy president George Seaton and members of the MPAA West Coast publicity directors committee to discuss plans for next year's industry-sponsored simulcast of the Awards presentation.

Lewis will also confer on other Academy proposals, including an annual international film festival in Hollywood or New York, a traveling museum of motion pictures, and a craft magazine for circulation to schools and critics.

'Raintree' Openings Set In Washington, Chicago

M-G-M has scheduled two additional regional premieres of "Raintree County"; at the McVickers Theatre, Chicago, on Oct. 23, and at the Ontario Theatre, Washington, on Oct. 29. All bookings are on a reserved-seat basis.

Louisville, Kentucky, will have the world premiere at the Brown Theatre, Oct. 2, climaxing two days of festivities with visiting stars and press. The picture will open a week later—Oct. 9—at the Stanley Warner Theatre in Beverly Hills. The New England premiere will be at the Astor, Boston, Oct. 17.

'Jet' Here Oct. 4

Howard Hughes' "Jet Pilot," an RKO Radio Picture, released by Universal-International, will open at the RKO Palace Theatre here Oct. 4.

Charge Yates

(*Continued from page 1*)

legal redress for breach of contract and specific performance." He added that the contract called for the sale by Yates to Essex of 566,223 shares of Republic common stock.

"Representatives of the company appeared on the closing dates stated in the contract with the required down payment in cashier's checks totaling $1,698,669. The tender of payment was refused by Yates," the Harris statement asserted.

Yates was not available for comment on the statement yesterday.

Republic Dividend

The board of directors of Republic Pictures at its regular meeting this week authorized payment of a dividend of 25 cents per share on the preferred stock, payable Oct. 1 to shareholders of record on Sept. 27.

IT'S A HIT! in K. C.



BUT...will it be a hit in your house?

It went over big in Kansas City ... but before any show can be a success in *your* house, your equipment must be in condition to roll it perfectly. *Any* show can be a *better* show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your *equipment and picture investment* with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write *now* for complete information!

Technical Products Department

RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary Camden 8, New Jersey

Tmk(s) ®



The LONG and the SHORT of it is simply THIS:



It's got that "MAJOR BENSON" kind of BOX OFFICE APPEAL!

He had a hundred million fans... and no friends... until this sawed-off orphan cut him down to size!



"SLIM CARTER"

A Universal-International Picture starring — in Eastman COLOR

JOCK MAHONEY ★ JULIE ADAMS ★ TIM HOVEY

WITH WILLIAM HOPPER · JOANNA MOORE · BILL WILLIAMS AND BARBARA HALE

DIRECTED BY RICHARD BARTLETT · SCREENPLAY BY MONTGOMERY PITTMAN · PRODUCED BY HOWIE HORWITZ





Universal International

It's got that U-I kind of BOX OFFICE PULL!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 82, NO. 58 NEW YORK, U.S.A., MONDAY, SEPTEMBER 23, 1957 TEN CENTS

DITORIAL

'he Loew's Decision

By Sherwin Kane

AST WEEK's Delaware Chancery Court decision denying an injunction to prevent the holding of e special meeting of Loew's stockolders now set for Oct. 15 disposes the last of the legal maneuvers spired by dissident stockholder seph Tomlinson. His efforts to hamring Joseph R. Vogel, Loew's present, and to prevent the holding of meeting of Loew's stockholders nich will elect a board of directors erwhelmingly favorable to the ogel administration, have netted m nothing but a month's delay.

•

Tomlinson has appealed the earlier elaware decision holding invalid e actions of his "rump" board eeting last July which "elected" ouis B. Mayer and Sam Briskin to e Loew's board. It is conceivable at in a desperation move he may so appeal last week's ruling or delve to the hat for another delaying ick, but it is extremely doubtful hether anything he does from now will change or delay the outcome any important respect. The law the case has been too carefully udied and decided for that.

It is possible that Tomlinson, by rtue of the sizable block of Loew's ock he votes, and by virtue of the mulative voting system in force the company's stockholders meetgs, may continue himself on the oard. It is also possible that under e proxy conditions specified by the elaware court last week Meyer and e three other nominees heretofore igned with him also might be conued on the board.

•

If so, it will be an empty victory. n a board of 19, the Tomlinson corie may prove annoying, or helpful, they see fit. But their days of ostructionism will be over.

Tomlinson's 10 months of guerrila arfare against Loew's has had the fect of retarding the company's covery and in depreciating the maret value of its stock—his own nongst others. Any effort on his art to continue that warfare can ave but the same result.

And when the stockholders meet, inevitably they must, they are ot likely to forget that.

Plan Eastern Film Academy

The Film Producers Association of New York has begun plans to form an Eastern Academy of Motion Picture Arts & Sciences to achieve recognition for the "important contributions made by New York's motion picture industry to the development of the medium." This program and several others for the fall were

(*Continued on page 4*)

173 Theatres to Show Tonight's Title Bout

The Robinson-Basilio middleweight championship fight tonight will be viewed in 173 theatres and auditoriums in 130 cities in the United States and Canada, making the telecast the largest network in closed-circuit TV history, according to Edward F. Addis, Jr., director of Theatre Network Television's operations department.

TNT's camera crew will televise the

(*Continued on page 5*)

U.A. to Make 800 Prints of Title Fight

United Artists plans to make some 800 prints of the Robinson-Basilio title fight at Yankee Stadium tonight in anticipation of at least 7,000 domestic bookings of the film.

Four New York laboratories will

(*Continued on page 5*)

House Commerce Committee to Hold Hearings

Congress to Move on Toll-TV in January

Harris Says Group Will Hear Doerfer, Then Consider Action on Legislation

By J. A. OTTEN

WASHINGTON, Sept. 22—Congress will definitely move into the subscription television picture in January.

This was made certain over the weekend by an announcement by House Commerce Committee chairman Harris (D., Ark.) that this committee would hold hearings on subscription television shortly after Congress reconvenes in January. He said the committee would hear FCC chairman Doerfer and other members of the Commission and then would "decide what action should be taken on legislation dealing with subscription television."

The only actual toll TV bill pend-

(*Continued on page 2*)

N. Y. Exhibitors Mull Golden Jubilee Plans

Financing of the local expenses of the personality caravan of the Golden Jubilee Celebration was discussed Friday at a meeting called by Solomon Strausberg, president of Metropolitan Motion Picture Theatres Association.

Martin Levine, speaking in behalf of the publicity directors' committee, told the group that exhibitors are being asked to pay half the expenses of the tour in each city where stops are made. There will be 20 of these stops. It is proposed to wind up the New York visit with a civic luncheon in the Sheraton Astor Hotel. Levine outlined the proposed program and asked for approval. He did not attempt to give

(*Continued on page 4*)

Rhoden Would Improve Entertainment Package

Special to THE DAILY

SOLVANG, Calif., Sept. 22.—Elmer C. Rhoden, president of National Theatres, issued a statement today on the eve of the start of the circuit's four-day convention here, urging the delegates to adopt "a new concept of our entertainment package." He called

(*Continued on page 4*)

'Life' Magazine Study of Consumer Spending

Northeast Leads in Admission Fees Expenditures Per Family

Families living in the Northeastern states spend more for spectator amusements, including motion pictures, than those in any other section of the country.

This is one of the early facts established by an exhaustive study of the consumer spending patterns of American households, conducted by Life magazine to provide data to aid business in market analysis and development.

The study, which is the result of more than three years of preparation and work, involved a nationwide sample of 24,112 individuals in 10,243 homes. Four separate interviews were conducted over a 10-day period, averaging eight hours at each household. In both depth and scope the study is regarded as more all-embracing even than that undertaken by the Bureau of Labor Statistics in 1950.

Practically all categories of consumer spending for goods and services, excepting vacations and travel, contributions and education, were included. The total accounts for 200

(*Continued on page 5*)

British-U.S. Pact Talks Tomorrow in Capital

Conferences on a renewal of the British-United States film agreement are scheduled to begin tomorrow in Washington and are expected to wind up Wednesday.

There has already been a prelimi-

(*Continued on page 4*)

Television Today Page 5

PERSONAL MENTION

HENRY B. GORDON, Paramount division manager for Latin America, has left New York for Lima, Peru.

•

WILLIAM GOETZ returned to New York yesterday from Europe.

•

WILLIAM CASTLE, producer-director, has arrived in New York from Hollywood.

•

HERB STEINBERG, Paramount national exploitation manager, has returned to New York from Philadelphia.

•

BERT ORDE, of "Redbook" left here at the weekend for the Coast.

•

TONY FORRESTER, United Artists branch manager in Trinidad, has arrived in New York from Port-of Spain for a vacation.

•

DERK KONSELMAN, son of CHARLES KONSELMAN, director of advertising-publicity for A. & M. Karagheusian, theatre carpet manufacturers, was married to LINDA HORTON at the Cathedral of the Incarnation, Garden City, L. I.

Exhibitors from Many States See Telemovies

Special to THE DAILY

OKLAHOMA CITY, Okla., Sept. 22.— Theatre exhibitors from many states, including Illinois, Texas, Missouri, New Mexico, Maryland, Georgia, Virginia, Connecticut and Mississippi, have been to Bartlesville, Okla., "in considerable numbers" to observe the telemovie installation for themselves, E. R. Slocum, executive director of United Theatre Owners of Oklahoma, reports in a bulletin issued to the membership.

He also states that the week for the Telemovie Fall Festival, official launching of the system, which exhibitors are invited to attend, has been changed to Oct. 21-26 instead of Oct. 1-6.

Fete Miiko Taka Today

Miiko Taka, Marlon Brando's Japanese leading lady in "Sayonara," will be honored on her first visit to New York at a luncheon today at the Miyako Sukiyaki. She makes her acting debut in the Warner Bros. film.

Congress to Move on Toll-TV

(*Continued from page 1*)

ing before the committee at present is one by Rep. Celler (D., N.Y.) to outlaw subscription television.

Harris promised that the committee would give "careful consideration to the need for further legislation dealing with subscription television in a manner designed to protect the public interest." Indirectly he renewed his earlier challenges as to the FCC's power to authorize toll TV.

The decision of the House Commerce Committee to take a look at the situation might prompt similar action from the Senate Commerce Committee. The Senate group has before it a bill by Sen. Thurmond (D., S.C.) to outlaw toll TV.

Hearing Date to Be Announced

A definite date for the House Commerce Committee hearings will be announced later, Harris said.

He declared the decision to hold hearings was obviously prompted by the FCC's announcement last week that it would accept applications from TV stations for a public test of subscription television. He noted that the Commission had said it would not act on these applications before March 1. Many observers felt at the time that the March 1 date was an invitation by the FCC for Congress to step in.

The Commerce Committee has for some time had a keen interest in subscription television, Harris declared, citing the several letters he sent the FCC earlier this year on the subject, questioning what the Commission was up to and what authority it had. He pointed out that the FCC had not made public a document detailing its alleged authority to okay toll TV until two months after it had first asserted this right, and then only after receiving a specific challenge from Harris on the point.

Will Scrutinize FCC Report

The Arkansas Democrat said the committee would want to analyze carefully the document the FCC staff is now drawing up setting forth the conditions for the toll TV tests, and also would want to look carefully at any actual applications the FCC may have received. The information furnished by the applicants, he said, would be very important in determining whether the tests would be in the public interest and would not jeopardize free broadcasting as it now exists.

In conclusion, Harris emphasized that the committee was aware of its great responsibility in the field and would keep completely informed of developments and consider carefully the need for legislation.

Coast Jubilee Plans to Executive Committee

From THE DAILY Bureau

HOLLYWOOD, Sept. 22 — Overall supervision of plans for the Hollywood Golden Jubilee have been placed in the hands of the executive committee consisting of studio heads, talent guild presidents and leading agents.

Nucleus of the committee consists of B. B. Kahane, Buddy Adler, Benjamin Thau, Steve Broidy, Charles K. Feldman, Lew Wasserman, Abe Lastfogel, Walter Pidgeon, George Sidney, Samuel Engel and Frank Nugent.

M. H. Books MGM Film

"Les Girls," the next attraction at the Radio City Music Hall here, will be followed by another M-G-M release, "Don't Go Near the Water." These two attractions will be the 108th and 109th pictures with the M-G-M trademark to play the theatre.

'Hunchback' for Jubilee

HOLLYWOOD, Sept. 22.—Allied Artists' "The Hunchback of Notre Dame" will be that company's Golden Jubilee attraction,

Off-Amusement-Page Ads for 'Joker Wild'

A digression from the standard formula in the advertising of motion pictures in newspapers will be undertaken by Paramount Pictures on behalf of "The Joker Is Wild," new Frank Sinatra film.

Representing a substantial addition beyond the normal advertising expenditure on the picture, the special campaign involves 70 Sunday newspapers in 44 U.S. cities, an 800-line advertisement, off-amusement-page placement and complete departure in tenor from the standard amusement page ad, according to Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation.

Buchanan Handles Account

The advertisement will be placed nationally on behalf of local campaigns by Paramount's agency, Buchanan & Company. Pickman said the ad will be a springboard for many key local campaigns for "The Joker Is Wild." It will not be in lieu of the normal local advertising campaigns, but rather will be additional to them, he emphasized.

From its off-amusement-page position, the advertisement, which underscores Sinatra's dual talent as singer and actor, will advise the reader to watch the movie page of the newspaper for further information about the picture. The ad, executed under the supervision of Sid Blumenstock, Paramount advertising manager, was devised to stand out strongly against other local display advertising. It will appear in each paper either two Sundays before the opening of "The Joker Is Wild" in the particular city, or if opening day is late in the week, it will appear the Sunday before opening.

Pickman said the company decided on Sunday editions for this off-beat, special ad because of their wide circulation not only in their home cities but also in the smaller cities that do not have their own Sunday newspapers. The ad will be placed "run of paper."

Note Sharp Reduction in N. Y. Court Cases Backlog

From THE DAILY Bureau

WASHINGTON, Sept. 22 — "Spectacular results" have been achieved in a campaign to reduce the backlog of cases calendared in the Federal Court for the Southern District of New York, according to a report from the administrative office of the U.S. courts.

The N.Y. Southern District is where many motion picture suits are brought. The report said two years ago 5,600 cases were backed up awaiting trial, and in two years this has been reduced to some 820 cases.

Rites for Mrs. Gorham, UDT Executive, Held

Special to THE DAILY

DETROIT, Sept. 22.—Funeral services for Mrs. Alice N. Gorham, advertising-publicity director for United Detroit Theatres, were held here on Saturday with burial following at Lake City, Mich. Mrs. Gorham died Sept. 18 following a brief illness.

Due to an error in telegraphic transmission of the story of Mrs. Gorham's death, published in MOTION PICTURE DAILY of Sept. 19, it was inadvertently stated that she had resigned her United Detroit position on the morning of her death. Mrs. Gorham was in the employ of United Detroit at the time of her death and had no intention of resigning at the time she became ill, her associates here state.

AB-PT to Meet Press

HOLLYWOOD, Sept. 22 — Sidney Markley, vice-president of American Broadcasting - Paramount Theatres, will outline the company's future plans to the press at a meeting at the Beverly Hills Hotel on Monday morning.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

YOU CAN RESERVE AIR FREIGHT SPACE ON ANY FLIGHT IN THIS TIMETABLE



On United, you can reserve Air Freight space the same way you reserve passenger space—and on any of 900 daily flights!

The same United timetable you use to get places quickly and comfortably can be used to schedule large or small Air Freight shipments (from pounds to tons).

Air Freight moves on *all* United flights. And United will reserve space for your shipment on whatever flight you select.

This is called "Reserved Air Freight." It's United's way of handling Air Freight shipments with all the speed, frequency and schedule dependability of regular passenger service. In fact, United will even pick up and deliver your shipment.

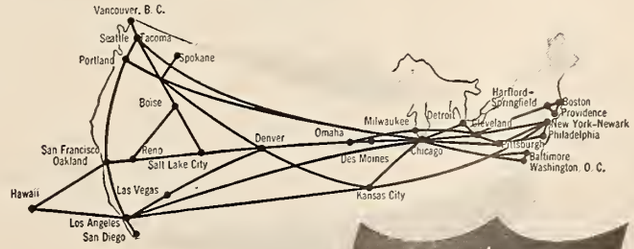
To guarantee the space you need on the flight you want, you simply call United's local Air Freight office three hours or more before flight time. They'll clear and hold the space for you.

No other airline does so much to make shipping so fast, so easy, so dependable. And at rates you'll find pleasantly surprising.

Examples of United's Air Freight rates

	per 100 pounds*
CHICAGO to CLEVELAND	$4.78
NEW YORK to DETROIT	5.90
DENVER to OMAHA	6.42
SEATTLE to LOS ANGELES	9.80
PHILADELPHIA to PORTLAND	24.15
SAN FRANCISCO to BOSTON	27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.





Door-to-door service

SHIP FAST... SHIP SURE... SHIP EASY

UNITED AIR LINES ®

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

Film Academy

(*Continued from page* 1)

mapped at an EPA meeting last week, Harold E. Wondsel, president, reported at the weekend.

The Academy would support the industry in New York through promotional activities, through a series of annual awards to both films and to the creative craftsmen responsible for them and would attempt to attract and school young people in the field.

FPA's board of directors will meet with representatives of all branches of New York's film industry with the objective of securing a committee to work with Mayor Wagner's office and with public relations counsel Wallace A. Ross in development of the Eastern Academy plan. It is expected that a complete report will have been submitted to Wagner by the end of October by Leo A. Larkin, assistant corporation counsel of New York City, who has been investigating ways in which the city can support the film industry more effectively. At that time the mayor has promised to attend an all-industry luncheon to launch the Academy plan, it was stated.

Many Groups Participating

Meanwhile various groups will express their views and appoint representatives to the all-industry committee. These groups include New York's film unions, laboratories, and similar services, advertising agencies, network film departments, the National Television Film Council, the New York Film Council, and independent non-theatrical and theatrical motion picture producers. Appointed to take charge of laying plans for presentation to these groups is Nat Zucker, vice-president of FPA.

In addition to the Academy, FPA's fall schedule calls for a second TV Workshop in mid-October. Six committees are also engaged in active campaigns on various fronts. A fair practices committee is headed by Les Roush; a print quality committee by Walter Lowendahl; a membership committee by Robert Lawrence; a permanent labor relations committee by Peter Mooney, and the program presentation committee by Dave Pincus.

81st COMPO Ad

The 81st in the series of COMPO ads in "Editor & Publisher," which appeared Saturday, urges newspapers to increase the attractiveness and news content of their movie pages to win increased readership. The caption reads: "Good Movie Section Proves Itself With Readers."

Buy De Sica Film

American distribution rights to a new Vittorio De Sica film, "Il Tetto" ("The Roof"), have been acquired by Robert L. Lawrence and Alfred R. Stern in association with Mario De Vecchi, who will present the picture here later this year as an LSL release.

Rhoden Asks New Concepts

(*Continued from page* 1)

on them to "dedicate their minds, their thinking to solving problems and capturing opportunities."

"As retailers of motion pictures," the NT chief declared, "we must become aware of the wants of our customers, and give helpful guidance to our film suppliers. We must adopt a new concept of our entertainment package. It must have more appeal, and must be more convenient for the buyer.

"As executives of this company, you are charged with the responsibility of conducting its affairs with honesty and integrity. We must provide our stockholders with earnings and safeguard our company's future with concrete plans."

Drawn from 20 States

Over 100 delegates, assembled from the 20 states in which NT operates 350 houses, are expected to attend the meetings, over which Rhoden will preside.

Another statement, issued by Frank H. Ricketson, Jr., vice-president and general manager of theatre operations, reminded the delegates of last year's convention theme "thinking you know, when actually you do not, is a fatal mistake." This year, Ricketson said, the theme should go one step further and include, "knowing what to do, and not doing it, is fatally destructive."

Ricketson told the delegates that "we are a giant powerhouse of showmanship knowledge. Our principal problem, which should be the objective of this convention, is to find sure ways—more modern weapons—of dynamically and dramatically transmitting our knowledge from this great powerhouse into every outlet of our theatres."

Among the various topics to be discussed at the convention will be Cinemiracle, both Academy and Audience Awards, admission prices, stage shows, manpower development, parking, public relations, children's shows, taxes, advertising, unusual film program policies, money promotions, giveaways and diversification.

Top Officials to Attend

NT executives taking part in the sessions, besides Rhoden and Ricketson, will include John B. Bertero, NT vice-president and chief legal counsel and president of Fox West Coast Thetres; Alan May, NT treasurer; A. M. Ahlskog, FWC treasurer; M. Spencer Leve, Southern California division manager; Irving Epsteen, real estate and insurance head; Bert Pirosh, chief film buyer, and Charles L. Glett, president, National Film Investments, Inc., diversification.

Also set to attend are Robert W. Selig, president of Fox Intermountain, Denver; William H. Thedford, president of Evergreen Theatres, Seattle; Richard P. Brous, president of Fox Midwest Theatre, Kansas City, Mo.

Other executives include James Runte, Evergreen division manager, Seattle; Al Frank, Fox Wisconsin division manager, Milwaukee; Bill Miller, manager of the Roxy Theatre, New York; Harry Freeman, advertising director Fox Theatre, Philadelphia, and Robert L. Bothwell, managing director of the Fox Theatre, Detroit.

UK-US Pact

(*Continued from page* 1)

nary talk between Eric Johnston, president of Motion Picture Export Association, and the foreign managers of member companies. No controversial problems are in sight.

MPEA member companies will be represented at the Washington talks by Johnston; Ralph Hetzel, and G. Griffith Johnson, vice-presidents, and Fay Allport, European manager for the MPEA.

Olympiad Film to T-L

Trans-Lux Distribution Corp. has acquired "Melbourne Rendezvous," a feature film resume of the 16th Olympiad held in Australia and photographed in AGFA color. The picture opened Friday at the Trans-Lux Theatre in Philadelphia and will start at the Trans-Lux Broadway Theatre here Oct. 8.

Resumes Vaudeville

HARTFORD, Sept. 22—Connecticut's sole remaining combination motion picture-vaudeville house, the 3,800-seat State Theatre, Hartford, has resumed weekend performances for the fall and winter season. Ted Harris is managing director. Saturday and Sunday shows are anticipated through early 1958.

N.Y. Exhibitors

(*Continued from page* 1)

a definite estimate of the cost. This will depend upon the number of features approved.

The meeting was held in Strausberg's office and was the first time the Jubilee plans had been presented to New York exhibitors as a group. Representatives of the Independent Theatre Owners Association were present, and Edgar Goth, of Stanley Warner Theatres, came over from Newark.

Committee to Make Survey

A committee including Levine, Goth, and Robert K. Shapiro was named to study details and report at a later meeting.

Among those present were Sol A. Schwartz, Leslie Schwartz, Robert K. Shapiro, Sam Rinzler, Eugene Picker, Robert Rothafel, Ben Strausberg, Mort Sunshine, Ernest Emerling, Leo Brecher, Edward Fabian, Emanuel Frisch, Harry Goldberg, James Gould, Phil Harling, Harry Mandel, Taylor Mills, Martin Newman and D. John Phillips.

REVIEW:

The Hired Gun

MGM—CinemaScope

Rory Calhoun, Anne Francis ar veteran John Litel do themselv proud in this well-written, conserv tively acted and tightly directed wes ern, which departs little from the cu rent formula but mixes its ingredien well. Calhoun produced with Vict M. Orsatti, his partner in Rorvic Pr ductions, and Ray Nazarro directe It is in black-and-white CinemaScop

Calhoun is a gun fighter hired b Litel to kidnap Miss Francis from h uncle's ranch in New Mexico an bring her back to Texas where she under sentence to hang for murderin her husband, who was Litel's elde son, a project for which legal mean have failed. He performs his paid mi sion, efficiently and taciturnly, but o the long ride back becomes convince of Miss Francis' innocence. Her stor is that her husband actually was sh by his younger brother who wante to inherit Litel's wealth.

The gunfighter becomes intereste enough to want to save the girl, process which involves finding drunken horse-trader, only witness t the vile deed, and forcing him to con fess in time to save Miss Francis bu not in time to avoid a gun fight wit the younger brother. One shot resolve the complications and Calhoun ride off with Miss Francis still, as th script says, "in his custody."

The script plays better than it tells and tight direction gives it value be yond the ordinary western.

Running time, 64 minutes. Gener classification. Release, September.

J. D. IVER

C. P. Skouras Ceremony

HOLLYWOOD, Sept. 22.—The fift anniversary of the consecration o Saint Sophia Greek Orthodox Cathe dral will be observed Sept. 29 b dedication of the initial unit of th Charles P. Skouras Memorial Center with His Grace, Right Reverend Bishop Demetrios officiating. Mrs Charles P. Skouras will cut the ribbon in exercises honoring her late hus band.

2nd Cinerama in Canada

Completion of a deal to operate Famous Players' University Theatre i Toronto as a Cinerama institution wa announced at the weekend by Stanley Warner Cinerama Corporation. Cinerama will take over the house on Sept 25 and the premiere will be Oct. 2 with "This Is Cinerama." This is th second Cinerama theatre to open i Canada.

Zabel to New York

Edwin Zabel, president of Lakeside Pictures and Bel Air Productions, is i New York for conferences with official of United Artists on forthcoming Bel Air features, and with Ben Kalmen son, Warner Brothers vice-president regarding films that Zabel, in associa tion with Aubrey Schenck and How ard Koch, is producing for that com pany.

Northeasterners Top Spenders

(*Continued from page* 1)

billion dollars, or approximately four-fifths of total dollars spent by U.S. households for all purposes during that year.

A series of reports will be issued as the data is broken down into specific spending categories. The first report, released today, provides estimates of total expenditures in eight major consumer product classifications in 1956, one of which is recreation and recreation equipment. The report reveals who spent how much in some 57 specific categories within those classifications. Later reports from the Life study will add "when" and "where" to the expenditure information.

Average Family Spent $4,110

Admission fees expenditures are included in the current Life study as one category in the overall recreation and recreation equipment classification. The study reveals that the average U. S. family, which spent a total of $4,110 in 1956 on all consumer goods and services, spent $215 on this classification, putting it in last place among the eight groups reported.

Expenditures for food were in first place with $1,203, followed by home operation and improvement, $763; automotive, $591; clothing, $494; home furnishings, equipment and appliances, $246; miscellaneous, $276, and medical and personal care, $222.

The average household in 1956 spent $28 on spectator fees, including admissions to theatres; which compares to $16 for sports goods, $19 for games and toys, and $11 for photographic equipment—other categories within this overall classification.

The Life study reveals that both the amount and the direction of spending are influenced by such factors as geographic and market location, occupation and education of household head, age of household head. Thus, it shows that not only do families in the Northeastern states spend the most for spectator fees but also that city families spend more than suburban families and families in big cities spend more than those in smaller cities.

Wide Range of Expenditures

It shows that expenditures for recreation are responsive to increases in family income. The range is from a low of $98 for households with income under $2,000, to $233 for households with income between $4,000 and $5,000, and to $513 for households with income of $10,000 and over. This, however, represents only a percentage range of 5 per cent, low, to 6 per cent, high, of the several households' total expenditures for goods and services.

Average expenditure for spectator fees in the Northeast is $36, compared with $29 in the West, $28 in the Central States, and $21 in the South.

Prints of Bout

(*Continued from page* 1)

turn out the prints, and the first of these is expected to be showing in theatres less than 24 hours after completion of the fight. Six cameras will record the action. The edited footage, including slow motion recaps of highlights, is expected to run about 20 minutes. Developing, printing and editing will begin immediately after conclusion of the fight.

SMPTE Sponsors TV Course at UCLA

The Education Committee of the Society of Motion Picture and Television Engineers, under the chairmanship of Dr. John G. Frayne, has appointed a special subcommittee, headed by Edward E. Benham, chief engineer of Station KTTV, Los Angeles, to sponsor an extracurricular course at UCLA. The subject will be "Use and Handling of Film in Television." The sessions will begin Sept. 26 and continue for 17 weeks from 7:00 to 9:30.

'Escapade' Bow in Hub

"Escapade in Japan," RKO production being released in the United States by Universal-International, will have its world premiere at the Gary Theatre in Boston on Friday, Oct. 4.

Caesar and Coca Sign Contract with ABC-TV

Sid Caesar and Imogene Coca are returning to television in the coming season under a long-term, exclusive contract signed with the American Broadcasting Company. The announcement was made Friday by Oliver Treyz, ABC vice-president in charge of the television network, and Madame Helena Rubinstein, of Helena Rubinstein, Inc., who will sponsor the show from January, 1958 until the following summer.

The new series will be seen every Sunday night beginning Jan. 26, in the 9-9:30 P.M. time spot. The announcement of the Caesar-Coca-ABC-TV tieup brings to a climax the spirited bidding in the past weeks by all three networks for the celebrated team. Caesar and Miss Coca split up their original partnership three years ago.

Hal Janus, who has been associated with Caesar through the comedian's nine-year television career, has left NBC to produce the new program for ABC-TV.

Janus was executive producer of the Caesar program during its NBC tenure.

'Satchmo' Bows Oct. 4

United Artists' "Satchmo the Great" will have its world premiere on Oct. 4 at the Garrick Theatre in Chicago.

Television Today

IN OUR VIEW

SOMETHING of a gem of understatement resides in the remark of Vice-President Richard Nixon last week in commenting on the observance the previous week of National Television Week. Mr. Nixon said: "The incredible growth of the television industry as well as the impact and influence on daily living in a little more than 10 years is irrefutable proof of its wholehearted acceptance by the American people."

The hold which the television set exerts today on the American home (and tavern) is a great deal more than a wholehearted acceptance. It is substantially a "way of life." It has become woven into the warp and woof of the pattern of present-day American living. With one further observation of Mr. Nixon we find ourselves in agreement and voicing a resounding "Amen." Said he with respect to the next 10 years, we should find "international telecasting on a wide scale" which should "contribute in a very positive way to world peace."

•

On another front, but uniquely related to the matter of a television "week" and observance thereof, Harold E. Fellows, president of the NARTB, addressing a regional conference of broadcasters in Schenectady, N. Y., last week, declared that a unified and vocal stand on challenges now facing the industry must be taken if continued freedom of broadcasting is to be maintained. Mr. Fellows was particularly concerned in this address with the new challenge of pay television, last week, given new hope with the FCC decision for a trial period. But Mr. Fellows' remark had greater significance than the superficial, when he said, "It is not enough that we satisfy their (viewer and listener) immediate needs for entertainment and information and news about commerce. We should help them aspire toward broader needs, for in doing so, we too, shall improve in the process." And in that extra something which television must and should bring to the mass audience lies a heavy responsibility.

•

As television has grown, has gained in power, in stature, in persuasive volume, so has its obligation to the people and the nation, its deep responsibility increased in manifold proportion. A case in point arose only the other day. Station WHCT, a CBS-owned station in Hartford, Conn., telecast a half-hour special program devoted to Civil Defense, itself a laudable effort. But 15 minutes of the program was concerned with a dramatic attempt to indicate what might happen if the state of Connecticut came under enemy attack. Many persons hearing and seeing the program became alarmed, believed what they heard was real, and reacted accordingly. Memories of a famed Orson Welles radio broadcast of some years ago come flooding back, with the fearsome results of that dramatization.

This should not have been permitted to happen again. Somewhere was lacking a full sense of responsibility and understanding of the power of the instrument at hand. Steps must be taken to prevent this kind of thing from happening in the future.

With power, with widespread influence go obligations and responsibilities. They must not be disregarded, or even taken lightly. Altogether too much is at stake.

—Charles S. Aaronson

173 Theatres

(*Continued from page* 1)

fight from a 20-foot-high platform especially constructed in Yankee Stadium for the event, and audiences will watch pictures that in some locations will be as large as 50 by 65 feet. Bill Corum will be the TNT commentator at ringside.

While the closed-circuit telecast will be blacked out within a 50-mile radius of New York, it will be viewed in several theatres in Long Island, New Jersey and Connecticut; the Bayshore and Commack Drive-Ins, Long Island; a theatre in New Haven, Connecticut, and drive-ins in Asbury Park, Trenton and Atlantic City, New Jersey, and East Hartford, Connecticut.

Other large metropolitan areas from coast to coast will also exhibit the bout. Twelve theatres in the Los Angeles area, for example, and nine viewing locations in Chicago will carry the telecast.

The TNT fight network also includes seven Canadian theatres.

In 120 of the 173 fight locations, TNT has arranged for mobile television projectors to be installed.

D. C. Station To Seek Pay-TV Test Right

From THE DAILY Bureau

WASHINGTON, Sept. 22. — A Washington broadcasting firm said it would definitely request permission from the FCC to test pay TV in Washington and Baltimore.

Richard Eaton, president of the United Broadcasting Co., said the FCC decision was the "first constructive move to save UHF television." His firm holds construction permits for UHF TV stations in Washington and Baltimore, and he said he would endeavor to get permission to use them for toll TV, using "popular films" as the main source of programs.

ON ITS WAY...



FROM 20th ...FOR VETERANS DAY!

Pulitzer Prize Winner JOHN P. MARQUAND'S suspense-packed drama about postwar Japan...

STOPOVER: TOKYO

filmed on-the-spot by cast and crew that traveled 10,000 miles...half-way round the world...to make it!



In the wonder of STEREOPHONIC SOUND

CINEMASCOPE COLOR by DE LUXE

Starring

ROBERT WAGNER · JOAN COLLINS · EDMOND O'BRIEN

Produced by WALTER REISCH Directed by RICHARD L. BREEN

Screenplay by RICHARD L. BREEN and WALTER REISCH



pre-sold as a best-seller and in the pages of the SATURDAY EVENING POST!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 59 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 24, 1957 TEN CENTS

Levin Completing Trio

AB-PT Plans 15-18 in 1958, Says Markley

Will Produce 5 'Major,' Big-Budget Pictures

From THE DAILY Bureau

HOLLYWOOD, Sept. 23 — AB-PT Pictures will produce 15 to 18 films in 1958, Sidney M. Markley, vice - president in charge of production, announced at a press conference in the Beverly Hills Hotel today. Five will be in the "major" production class, with budgets ranging from $500,000 upward, Markley stated.



Sidney Markley

"There is vast potential opportunity for films that fall into the area between modest budget pictures, cost-

(*Continued on page 2*)

France, Italy, Britain Study Joint Film Deal

Special to THE DAILY

PARIS, Sept. 23.—Possibilities of development of a common film market for France, Germany and Italy will be explored at meetings to be held at Ischia tomorrow and Wednesday. It is expected that some kind of an agreement will be reached. Jacques Flaud is representing the National Film Center.

The three countries would like to have Great Britain come in, but little

(*Continued on page 3*)

Television Today

Page 9

'Scrambled' TV Scored

From THE DAILY Bureau

HOLLYWOOD, Sept. 23 — None of the proposed scrambled telecasting systems can succeed as a business enterprise because the "operating costs will cause the operators to go broke," Milton J. Shapp, president of Jerrold Electronics Corp., told the Screen Producers Guild tonight.

Jerrold Electronics is the firm that installed the wired TV system now in experimental use at Bartlesville, Okla.

Shapp made a series of challenging statements in which he drew comparisons between the operating costs and installation charges on the Jerrold form of wired television and the Zenith, Skiatron and Telemeter systems.

"Any business operation built around the scrambled broadcast proposals of Zenith, Skiatron or Tele-

(*Continued on page 9*)

Many Accept Bid To Circuit Meet

From THE DAILY Bureau

WASHINGTON, Sept. 23.—Justice Department officials said they have received "a substantial number" of acceptances to the Oct. 10 conference on possible film production by divorced circuits.

"I would guess that just about everybody who's been invited will

(*Continued on page 3*)

Video Head Gives First Three Weeks Report

Initial Response to Telemovies 'Pleases'

Will Take Year of 'Hard Sell' to Put Over, Griffing Says; 472 Homes Connected Now

(Picture on page 8)

With 472 Bartlesville, Okla., homes now receiving telemovies, and applications from 271 others for receiving connections, Henry S. Griffing, president of Video Independent Theatres, which is responsible for the Bartlesville test, said at a press conference at the Plaza Hotel here yesterday that he is "very pleased" with the results thus far.

Griffing said it will take a year of hard selling to put telemovies over in Bartlesville. The goal there is 2,000 subscribers, estimated to be the minimum required for the telemovies operation to show a profit on the basis of the $9.50 monthly charge per subscriber which will become effective on Oct. 1. This month's subscribers will not be billed.

Griffing is in New York to report to film production-distribution executives on the results of the three weeks

(*Continued on page 8*)

'Greatest Program' in '58 Predicted by Adler

Special to THE DAILY

SOLVANG, Calif., Sept. 23 — The studios of 20th Century-Fox will deliver next year "the greatest production program in Hollywood history," Buddy Adler, 20th - Fox vice-president in charge of production, today told delegates to the four-day convention of National Theatres here.



Buddy Adler

Adler added: "President Spyros

(*Continued on page 2*)

Filming Abroad Adds Glamor: Lubin

Making pictures abroad does not necessarily mean any great savings on production costs, but it does add an extra and a proven selling point in the glamor and appeal of far-off and exotic places. Back from Japan where he filmed RKO's "Escapade in Japan" for Universal release, Arthur Lubin, veteran Hollywood producer, director, expatiated on that theme at a luncheon interview yesterday.

That added touch of the glamor of

(*Continued on page 3*)

Fight Seat Potential at New High; Gross Seen Over $1 Million Mark

The theatre telecast of the Robinson-Basilio middleweight championship fight last night set a record for potential seating capacity for a closed-circuit TV event—505,015 persons—and it was expected as a result that the gross might set a new high also and was certain to do well over $1,000,000. Seats sales were "brisk" up to the last minute yesterday at the 174 theatres scheduling the fight in 131 cities throughout the United States and Canada, according to an official of Theatre Network Television.

Up to week ago seat sales had been "spotty" but started to pick up on Friday and continued to advance over the weekend, it was reported.

The previous network high for closed-circuit telecasts was racked up for the Marciano-Moore fight in 1955 when 133 theatres in 93 cities achieved a gross of about $1,000,000.

The telecast was blacked out within a 50-mile radius of New York but was viewed in Long Island, New Jersey and Connecticut; the Bayshore and Commack Drive-Ins, Long Island; a theatre in New Haven, Conn. and drive-ins in Asbury Park, Tren-

(*Continued on page 9*)

Hear Suggestions On Jubilee Tour

Exploitation department heads met here yesterday with Oscar Doob and Charles E. McCarthy of COMPO to contribute suggestions on the most effective means of utilizing the film personalities who will tour the coun-

(*Continued on page 2*)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, will leave New York today for Hollywood.

•

GEORGE PAL, cartoon producer, has left New York for London via B.O.A.C.

•

JEAN GOLDWURM, president of Times Film Corp., and MRS. GOLDWURM will return to New York from Europe today aboard the "Queen Elizabeth."

•

JERRY PICKMAN, Paramount vice-president in charge of advertising-publicity, returned to New York on Saturday from Paris via B.O.A.C. and left here on Sunday for Lima, Peru.

•

H. J. YATES, Republic Pictures president, and his assistant, WILLIAM SAAL, returned to the Coast from New York over the weekend.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., and CHARLES BOASBERG, "The Ten Commandments" worldwide sales head, left here yesterday by plane for Lima, Peru.

•

MICHAEL RENNIE, British actor, will return to London today from New York via B.O.A.C.

•

MRS. GUY BIONDI, wife of field operations director for "Around the World in 80 Days," has given birth to a girl, JENNIE, at Mercy Hospital, Rockville Center, L. I.

New Seating Materials To Aid Against Vandals

The vandalism of upholstered seating will be sharply reduced by the introduction of new synthetic materials and fabrics, American Seating vice-president J. M. VerMeulen told a meeting of the New York Society of Security Analysts here yesterday. Vinyl foam and fiber-glass-reinforced plastic have already proved successful in transportation seating, and their use is expected to spread to the educational and amusement fields.

President E. M. Taliaferro said that much of American Seating's income still comes from amusement interests, even though the educational field is now the company's major source of revenue. Many of the company's seats are adaptable to both theatre and school auditorium's. American Seating's sales for the second quarter of this year showed an increase over those of the 1956 period.

AB-PT Plans

(*Continued from page 1*)

ing under $500,000, and blockbusters," Markley explained, regarding the particular group of "major" films planned. Budgets for these films will not be predicated on the use of star names, but rather upon the importance of the properties and other production values, he pointed out.

Irving H. Levin, president of AB-PT Pictures, subsidiary of American Broadcasting - Paramount Theatres, who attended the meeting with Jerry Zigmond, Paramount Theatres Western division manager, said he will have three more films completed before the end of this year: "Eighteen and Anxious," "Girl in the Woods" and "Hell Week."

Not Opposed to Pay-TV

Markley, who will attend the forthcoming Department of Justice meeting in Washington with other circuit heads seeking entry to the production field, said AB-PT's prime interest is bringing additional product to the market. He also stated he would not be against licensing films to the Bartlesville, Okla., pay-TV system, and expressed a willingness to review and make participation deals with independent producers.

Paramount, operating over 500 theatres, has already played off AB-PT's initial dual offering, "Beginning of the End" and "The Unearthly" in half of its houses, Markley reported.

Suggestions Heard

(*Continued from page 1*)

try during the Hollywood Golden Jubilee. The suggestions are being prepared in a bulletin for all field exploitation men.

Following the meeting a list of the cities to be included on the tour, beginning with the kickoff in San Francisco October 18 through the finale in New York November 7 and 8, was announced. The list of dates and cities was described as tentative.

Attending yesterday's meeting included: Bill Brumberg and Bernie Serlin, Warner Bros.; Eddie Solomon, Twentieth Century-Fox; Herman Kass, Universal; Charles Felleman, Loew's; Raymond Murray, Columbia; Charles E. McCarthy, COMPO; Oscar Doob; Taylor Mills and Leo G. Morrell, MPAA.

Coney Theatre Leased

The Surf Theatre, 1,400-seat house in Coney Island, operated by David Filderman, has been leased to Arthur Sharby, operator of three other theatres in Brooklyn and Long Island, who plans extensive improvements and alterations. Berk and Krumgold were brokers in the deal.

Johnston, Arnall Plan British-Meet Strategy

From THE DAILY Bureau

WASHINGTON, Sept. 23.—Motion Picture Association president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall will meet briefly tomorrow morning to coordinate strategy for the British agreement talks.

The talks, which will get under way later tomorrow, will probably end Wednesday. MPAA officials said they expected the present pact to be extended without any major changes. "Certainly we have no changes in mind," one spokesman said, "and we don't know of any right now that the British have in mind."

Under the present agreement, U.S. film companies get out of the United Kingdom" about $17,000,000 a year basically, with various extra allowances that bring actual remittances up to around $21,000,000 or $22,000,000 a year.

Sir Frank Lee, permanent undersecretary of the British Board of Trade heads the British team.

Social highlight of the meeting will be a dinner Johnston gives Wednesday night for the British negotiators, with Sir Harold Caccia, the British Ambassador, heading the guest list.

Set Contest Here for 'Miss Golden Jubilee'

Plans for New York City theatre exhibitions to participate in the Golden Jubilee Celebration moved a further step forward yesterday when they agreed at a special meeting to hold a local contest to select a "Miss Golden Jubilee."

Over 400 theatres in the metropolitan area will participate in the contest, it was reported by Robert K. Shapiro and Martin Levine, co-chairmen of the committee named on Friday at the first exhibitors meeting to study Jubilee details.

'Jet Pilot' Sky-Written

Universal Pictures and the Sky-writing Corp. of America have joined forces to employ sky-typing for "Jet Pilot," the RKO picture being released by Universal. During the 10-day period which started with the Coast-to-Coast saturation kickoff of the picture last Thursday, the title "Jet Pilot" will be typed in the sky approximately 750 times over almost 50 cities from Boston to Washington and towns east of Chicago.

Neilan in Hospital

HOLLYWOOD, Sept. 23.—Marshall Neilan, veteran production personality, was scheduled at the weekend to undergo major surgery for correction of a throat ailment.

Adler at N. T

(*Continued from page 1*)

Skouras has allocated $63,000,000 t produce 38 AA pictures in 1958, program that makes 20th Century Fox leader in the entire industry. The past year found the industr worried, but there was no fear a 20th-Fox. No one studio, it is true can supply all the features for th nation's exhibitors, but our leader ship other producers have followed.

Discussing the "star system," Adle said: "We were given a million dol lars by Mr. Skouras and told to buil a theatre and create new talent. W built the theatre and now are turn ing out new talent that exhibitor will have for their theatres."

Top NT Officials at Meet

National Theatres executives at tending the convention, in addition t Elmer C. Rhoden, president, an Frank H. Ricketson, Jr., vice-presi dent, include John B. Bertero, N vice-president and chief legal counse and president of Fox West Coast The tres; Alan May, NT treasurer; A. M Ahlskog, FWC treasurer; M. Spence Leve, Southern California divisio manager; Irving Epsteen, real estat and insurance head, and Bert Pirosh chief film buyer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOVIELAB
TV
FILM SERVICE CENTER
• EDITING ROOMS
• STORAGE ROOMS
• SHIPPING ROOMS
• OFFICES
PROJECTION ROOM FACILITIES
MOVIELAB BUILDING
619 W. 54th St., New York 19
JUdson 6-0367

SPECIAL TRAILERS
Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
FILMACK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign Single copies, 10c.

PEOPLE

Estelle Steinbach, manager of the ox-Strand Theatre, Milwaukee, has en voted the outstanding Wisconsin owman for 1957 by the national ganization of 400 Fox theatres. She s been awarded a three-week trip the Coast for her promotional work "Around the World in 80 Days."

□

Paul Zara, son of **Louis Zara,** au- or and TV writer, has joined the les staff of Filmack Trailer Co., icago.

□

Josephine Smith, formerly of the wn Theatre, Detroit, has been med secretary of Allied Theatres Michigan. She succeeds **Jean Cup-** es, who has resigned.

□

Glenn Allvine, former RKO Radio oducer and Paramount story editor d more recently press agent for the kdale Musical Theatre, Hartford, s been named field press represen- tive for the NBC Opera Co., fall ur.

□

Saul Goodman, a veteran of dis- bution in Chicago and on the Coast, s joined Allied Buying and Book- g Circuit, Chicago.

□

James Beatty has been appointed sistant manager of the Telenews heatre, Detroit. He will work under ed Sweet, managing director.

□

Rosalind Russell has been ap- inted chairman of the entertain- ent committee for the 1957 United ospital Fund drive which opens re on Oct. 1.

□

Albion Edgell, a member of the raphic arts field force of Ansco, inghamton, the photographic manu- cturing division of General Aniline Film Corp., has been named nsco's manager of industrial prod- ct sales.

Iiiko Taka Introduced o Press and Radio

Miiko Taka, an intriguing 24-year- d girl born in Seattle of Japanese rents, who is starred in her first m role as a Japanese dancer in "Say- ara," produced for Warner Bros. lease by William Goetz, was intro- ced to New York newspaper and agazine writers, radio personalities d others yesterday at a luncheon in e Miyako Restaurant here. She is out to leave on a personal appear- ce tour of 38 United States and ree Canadian cities which will last ree months.

Goetz, Patricia Owens, who is co- arred in the picture; and Red But- ns, who also is featured, and Robert aplinger, vice-president in charge of blicity, exploitation and advertising r Warner Bros., were present.

Filming Abroad Adds Glamor, Says Lubin

(*Continued from page* 1)

travel, Lubin said, is just one of the ways that picture-makers today can use new methods, new materials to win back the attention of the audience. Even more important, he emphasized, is the continuous intensive search for new story material—"the most important ingredient of all." On this aspect of production he declared, "unfortunately many top ranking stars have been blamed for a picture's failure when actually it was the story that was most to blame. We place too much emphasis on star names."

Has Produced in Many Countries

On both points Lubin's own career bears out his approach to production. He has made pictures abroad and in Hollywood ranging as widely in theme and treatment as "The Phantom of the Opera" and the "Francis" series. In "Escapade in Japan," Teresa Wright and Cameron Mitchell get co-starring billing but according to Lubin "Japan is the star of the picture."

Likes Nippon and Its People

He is enthusiastic about Japan, the country and the people, and especially about their love for the movies. They are eager to cooperate with American movie-goers, he said, as long as they are shown that they and their country will be presented in a favorable light. To this end he recalled that when he first went to Japan he had the script translated into Japanese so that he could let the officials he had to contact read it and assure themselves of its content.

Returning to the matter of costs, the producer pointed out that even though frozen funds are used in most foreign countries some dollar currency must be brought in. He estimated the ratio at an average of about one-third dollars to two-thirds frozen currency.

On future plans, he is presently considering a television series "with an unusual story twist," and the production of a "ghost story in a comedy vein," to be made in England.

The main thing, he insisted, is for producers to keep varying the story, the theme and the approach, "because you have to keep audiences from being bored. They're even bored, as television shows, with nothing."

France, Italy

(*Continued from page* 1)

hope is held for this at the moment. In October there may be another meeting to examine the possibility of securing an agreement between Unifrance, Unitalia and the German equivalent for getting together and combining facilities for continental production.

French Reported Interested

The French have been intrigued recently by a report that Great Britain might enter into a co-production agreement, but there is nothing concrete in evidence yet.

'Intimate Pictures' Preferred by Cornelius

Television is reorienting people here and in Britain to small images and hence closeups and an interest in human beings, and this favors the making of intimate pictues, which he prefers, British director Henry Cornelius said yesterday at the New Weston, where he is staying while shooting final scenes for "Next to No Time."

Cornelius averred he liked to make pictures *a la Lubitsch,* with the light romantic touch, the type which needs only one or two stars, and which builds by "word of mouth."

The picture, which British Lion will handle, stars Kenneth More. The latter arrives on the *Queen Elizabeth* today, along with Cornelius' camera crew. Cornelius, with an American crew, will photograph More descending at the pier and in a cab.

Buy Theatre Equipment

WINTER PARK, Fla., Sept. 23.—All motion picture equipment and contents of the Northtown Theatre, located in Tampa, were purchased today by Shamrock Studios, according to an announcement by Thomas B. Casey, president. The special machinery will serve to outfit the studio's new large preview theatre, which will be used by film producers working in Florida.

Paramount Peru Talks On 'Ten' Open Today

Paramount Latin American managers today will open a three-day meeting at the Hotel Bolivar in Lima, Peru, to set in motion distribution and promotion plans for the showings in that part of the world of Cecil B. DeMille's "The Ten Commandments." DeMille is unable to attend, but has prepared a special message for the gathering which will be delivered in his own voice via tape recording.

Henry B. Gordon, Paramount division manager for Latin America (except Mexico), will be chairman of the three-day conference, and Lennart Bjorck, Paramount manager in Peru and Bolivia will serve as meeting host.

Attending from New York will be George Weltner, Paramount worldwide sales head; Jerry Pickman, advertising - publicity - exploitation vice-president; James E. Perkins, executive vice-president of Paramount International Films, and Charles Boasberg, "Ten Commandments" worldwide sales head.

Henry Sunshine

Funeral services were held in Brooklyn yesterday for Henry Sunshine, father of Mort Sunshine, executive director of the Independent Theatre Owners Association. Sunshine is also survived by his wife, another son, Jesse, five grandchildren, five sisters and one brother.

Labor Unit Buys House

MULBERRY, Fla., Sept. 23—The Gem Theatre here has been sold to the International Chemical Workers Council by Mr. and Mrs. Robert Arnold. The council represents some 6,000 men from 12 local unions.

3 Win in U.A. Drive

Three United Artists salesmen—Charles Robuch of Jacksonville, Bob Hazard of San Francisco and Morris Hamat of Montreal—have won top cash prizes in the sixth lap of UA's "Prize Twelve" playdate contest.

Many Accept

(*Continued from page* 1)

show up," one spokesman declared. Acceptances so far include persons in all the major groups invited to the conference.

Invitations went out to all the divorced circuits, all distributor defendants in the Paramount case, several other distributors, the major exhibitor associations, and the Society of Independent Motion Picture Producers.

Jacksonville Meeting On Censor Bills Today

Special to THE DAILY

JACKSONVILLE, Sept. 23.—Two motion picture censorship bills are before City Council for action at its next meeting here tomorrow night. One bill, drawn up by city attorney William Madison at the direction of council members, makes no provision for enforcing its edicts. A new bill, however, written by juvenile court judge Marion W. Gooding and politician-attorney Edgar W. Waybright, calls for the appointment of a motion picture review board which would be invested with drastic powers, including the ordering of objectionable scenes deleted from pictures or the banning of local showings of objectionable movies.

Violators of the board's mandates could be punished by fines or imprisonment upon conviction in the municipal court.

Elect AMPA Slate Oct. 1

A luncheon to elect a new slate of officers for the Associated Motion Picture Advertisers, headed by Paramount's Bob Montgomery, will be held in the Cambridge Room of the Piccadilly Hotel, on Oct. 1, it was announced yesterday by Dave Bader, whose two-year tenure ends on Sept. 30. Others nominated for office are: vice-president, Merlin Lewis; secretary, Marcia Sturn; treasurer, Hans Barnstyn.

THE MIGHTIEST ONE

CARY GRANT
FRANK SINATRA
SOPHIA LOREN

in STANLEY KRAMER'S MONUMENTA

"THE PRIDE and THE PASSION"

TECHNICOLOR® VISTAVISION®



with THEODORE BIKEL · JOHN WENGRAF · JAY NOVELLO · JOSE NIETO · CARLOS LARRANAGA · PHILLIP W

YOU HAVE NEVER SEEN ITS LIKE—
AND MAY NEVER SEE ITS EQUAL!



The total gross for "THE PRIDE AND THE PASSION" in its first engagements* is the highest of any picture in UA history in regular release!

*NEW YORK—Capitol; LOS ANGELES—Fox Wilshire; CHICAGO—State Lake; ATLANTIC CITY—Roxy; OCEAN CITY, N. J.—Village; SAN FRANCISCO—United Artists; CLEVELAND—Loew's Stillman; DETROIT—Michigan; CINCINNATI—RKO Grand; PHILADELPHIA—Viking; WASHINGTON—RKO Keith; BUFFALO—Shea's Buffalo; KANSAS CITY—Roxy; DENVER—Paramount; PITTSBURGH—Penn; SEATTLE—Fifth Ave.; PORTLAND—Paramount; JACKSONVILLE—St. John; MINNEAPOLIS—RKO Orpheum; ST. PAUL—RKO Orpheum; NEW HAVEN—Roger Sherman; MEMPHIS—Loew's Palace; TOLEDO—Loew's Valentine; SYRACUSE—Loew's State; COLUMBUS—Loew's Broad; NORFOLK—Loew's; RICHMOND—Loew's; BOSTON—Gary; LOUISVILLE—State

LIFT

THE MIGHTIEST ONE

CARY GRANT
FRANK SINATRA
SOPHIA LOREN

in STANLEY KRAMER'S MONUMENTAL

"THE PRIDE and THE PASSION"

TECHNICOLOR® VISTAVISION®



with THEODORE BIKEL · JOHN WENGRAF · JAY NOVELLO · JOSE NIETO · CARLOS LARRANAGA · PHILLIP VAN PAC

S HERE!

NING OF



THRU UA

CO EL LABERINTO · Screen Story and Screenplay by EDNA and EDWARD ANHALT · Based on the Novel "The Gun" by C. S. Forester · Music Composed by George Antheil · Produced and Directed by STANLEY KRAMER

Response to Telemovies 'Pleases' Operators

Griffing Cites Cooperation of Film Makers

(*Continued from page* 1)

of operations in Bartlesville to date and to answer their questions concerning the experiment. All major producer-distributors except 20th Century-Fox and M-G-M have said they will make product available for the Bartlesville test, and there is a possibility that both of those companies may do so also. Griffing said yesterday he has had no formal refusals from any company yet.

38 Miles of Cable

The Video president reported that 38 miles of cable, covering only part of the 28,000 population city of 8,000 homes, have been installed in Bartlesville thus far. This, he said, is capable of reaching 5,200 homes. Thereafter, the coverage can be expanded as far and as fast as is economically feasible, he said.

He was frank to admit that Video does not believe it has the ultimate in cable theatre operation in Bartlesville.

"This is only the beginning, not the end," he said. "We're feeling our way and if anyone has an idea or a device that will improve what we have started, we are certainly interested in it."

New Equipment Available

Griffing related that the cost of Video's telemovies system was "obsolete the day we opened." He said the equipment in use cost a little more than $100,000 but that there is available now newer equipment "which will do a good job" for "about half" that amount. There also is 16mm. telemovies equipment available for around $18,000, he remarked.

Discussing other phases of costs of the Bartlesville test, Griffing said Video had made an advance estimate that the 38 miles of cable, together with amplifiers, would cost $109,000, and the actual cost came to $106,000. The figure does not include the tap-out lines from cable into homes, nor the connections with the telecast studio.



THE MOTION PICTURE BUSINESS, not television, Henry S. Griffing explains, as he faces newsmen in the Crystal Room of the Plaza Hotel, is what Telemovies is concerned with.
M.P. DAILY picture

Advance Estimate Low

The advance estimate of the cost of the latter was $23 but actually the tap-out line connection and amplifiers come to "$10 to $12 more than that," Griffing said.

The Video president reported that the "flow of applications for telemovies in Bartlesville now has leveled off somewhat since the excitement of the opening, on Sept. 3. This is the same experience we have had in cities where we operate community antenna systems. Our job now is to keep the number of subscribers gradually increasing."

The initial reaction of subscribers to telemovies appears to be very similar to that of regular theatre patrons, he said, explaining that if the program is of good quality, the reaction is good, but if the entertainment values are poor, subscriber reaction is correspondingly less favorable.

Seeks 'Lost' Audience

He reiterated that Video has gone into the experiment in an effort to recapture some of the theatre's "lost" audience and to enlarge the paying audience for motion pictures.

"We regard telemovies as an extension of the theatre into the home for the convenience of our old customers, some of whom have not been in a theatre in months or even years. As we learn the results they will be available to the industry. We will have no secrets. We think this is a natural extension of the theatre and of the function of the exhibitor.

"We like to think of ourselves as showmen, but actually we are merchants. Our patronage is declining. It is up to us to act. Telemovies is a modern, convenient method of making pictures available to those who want to stay at home. We think it will spread. We hope many theatres will join us because only in that way can it become profitable and enable us to pay more to producers so they will make more and better pictures for the theatres. We believe that only in that way can this industry continue."

Griffing answered the questions of a large delegation of trade and lay press representatives for an hour and a half.

Will Be Extended

He said Video plans to extend telemovies to larger cities such as Tulsa, Oklahoma City, Lubbock, Albuquerque and Midland where varying numbers of exhibitors are in competition. Bartlesville is a Video "closed town." In competitive centers, he said, the plan will be to grant a participation in the entire city operation to each exhibitor in the same ratio as his theatre or theatres' gross bears to the total gross of each city. He added that while planning for such operations is in progress now, final decisions will await the outcome of the Bartlesville test.

In answer to questions Griffing said formal deals have not been made with distributors for films yet, but when they are he believes distributors will want a percentage of the business their pictures do.

Based on Antenna Service

He said the price of $9.50 per month to subscribers had been decided upon largely as a result of Vidco's experience with community antenna service, for which the charge is $7.50 monthly. It was estimated that costs and operating expenses of telemovies came to about $2 more per subscriber.

The average admission charge at Bartlesville theatres is 65 cents, Griffing said, and they estimated that the average family there spends only $2.50 per month at a local theatre. Thus the $9.50 is high from the latter viewpoint and low from the former, figuring an average home audience four viewers to a program, and least four programs monthly.

He said that in August, top mon for Video, it had 40 per cent few patrons than in 1952, "and the tre hasn't halted." Telemovies is an effo to offset that, he said.

Griffing reported that in Bartle ville the telephone company pr ferred to retain ownership of th coaxial cable and amplifiers it ha strung for telemovies, so Video a vanced the installation cost ar leases five channels at about $38,0 annually for a five-year period.

Says Public Abhors Coin Box

He said that at this stage he fee that if a central metering system w available, it would have advantag over the flat rate system, which do not have a price differential corre ponding to entertainment quality programs. He thinks such a syste is at least a year away. He believ the public does not want a coin bo in the home, citing the experienc of gas, light and phone companies that respect and the more rece motel experience with coin operate TV sets.

He said the coin box also increas the capital investment greatly, boos the cost of maintenance and oper tion and is not in production, he sai he has been told.

Griffing added, however, that th ultimate system to be used may b determined by the test now going o

"We prefer," he said, "what th public wants."

Doesn't Want to Use 'Free Air' for T-M

Regardless of what the Federal Communications Commission and Congress ultimately may decide on the use of the air for subscription television, Video Independent Theatres does not plan to use the air for its telemovies operation, Henry Griffing, president, said at his press conference here yesterday.

Griffing said he believes use of the air is inferior in security (ability to get a subscription program on a non-paying receiver), is more expensive to install, maintain and operate than cable, and probably would be inferior in reception quality.

Film Council Drops Toll-TV Resolution

Special to THE DAILY

OAKLAND, Calif., Sept. 23.—A la ditch fight to pass the Hollywood Fil Council resolution endorsing toll-T was beaten back in the closing sessio of the California State Federation Labor convention here over the week end. The resolutions committee, afte a closed session addressed by Richar F. Walsh, international president IATSE, whose powerful union lon has been a foe of toll TV, came u with a motion to drop the resolutio which, by an almost unanimous vot was adopted.

Convention delegates heard speake debate the relative merits of toll T as it applied to union members an substance of the oratory was that th studio unions are all in favor whil those employed by exhibitors and dis tributors are opposed.

Appoint Three New NTA Board Members

B. Gerald Cantor, California investment banker; Robert I. Westheimer, Cincinnati stock broker; and Jack M. Ostrow, California atttorney and entertainment business manager, have been appointed to the board of directors of National Telefilm Associates, Inc., Ely A. Landau, NTA president, announced yesterday. The three directors raise to seven the number of NTA board members.

Arnold Foster Speaker At Affair for Rosen

Arnold Foster, general counsel and director of the civil rights division of the Anti Defamation League of B'nai B'rith, will be the principal speaker at the Cinema Lodge, B'nai B'rith "Honor Night" to Samuel Rosen, executive vice-president of Stanley Warner Theatres, at the Hotel Sheraton-Astor, Oct. 2, Jack H. Levin, chairman of the evening, announced yesterday.

Due to the demand for tickets the event which Levin emphasized, "is not a dinner," has been moved to the Grand Ballroom of the Sheraton-Astor so that everyone can be accommodated. Tickets are being distributed through the Cinema Lodge office and the New York exchanges of the major film companies. Rosen is being honored for his contributions as a leader in industry and communal charitable and humane endeavors.

WB Stockholder Charges SEC 'Violation'

A Warner Bros. stockholder yesterday filed a suit in New York Federal Court charging Charles Allen, Jr., Albert Warner, Jack L. Warner, and Warner Bros. Pictures with violation of an act of the Securities and Exchange Commission barring directors of companies from buying and selling stock within a six-month period. The suit was filed by Isadore Duncan.

The suit charges that Allen in March of 1956 purchased 157,000 shares of WB common stock and in less than six months sold 5,750, realizing a profit. Albert Warner bought 6,000 shares between December 1955 and May 1956, and sold 151,000, according to the suit. It also alleges that Jack L. Warner in the same period bought 6,100 and sold 600,000.

The Duncan suit seeks an accounting of all profits realized by the directors.

Officials at Warner Bros., contacted late yesterday, had no comment.

Widmark to Tour

Richard Widmark will make a nine-city tour in behalf of his Heath Productions' "Time Limit," which United Artists is releasing. He will visit Denver, Chicago, Detroit, Cleveland, Boston, New York, Philadelphia Washington and Los Angeles.

Scrambled TV

(*Continued from page* 1)

meter is doomed to bankruptcy," Shapp asserted. "Technically these systems are monstrosities."

Commenting on the Federal Communications Commission announcement last Wednesday that it would receive applications for permission to make tests of scrambled television, Shapp said two issues were drawn. First is the issue of which technical system will prevail—cable or scrambled television. The second issue is who will control this new medium—broadcasters or the entertainment industry. Cable TV would be economical to install, and to operate, he said, and "would enable exhibitors to encompass the entire community in the 'cable walls' of his new theatre. Scrambled broadcasting would enable the broadcaster to transfer part of the financial load of programming of his TV station from advertisers to viewers."

Sees American Public in Favor

The wired system "will enable exhibitors to regain the audience they have lost to television—not by competing with the 21-inch screen, but by using it," asserted Shapp.

The American public wants to be entertained at home, he said, and additional cable theatres similar to Bartlesville will enable it to continue to hear the commercial programs, but wired television will also bring to the public the greatest movies, finest players and most exciting sporting events, he said.

Shapp reviewed a document submitted by Jerrold Electronics to the FCC Sept. 8, 1955, in which it was stated that the Jerrold company could break any of the scrambling devices designed for pay TV. None of the companies, he said, accepted the Jerrold challenge that it could "break" any scrambled program broadcast over WCAU-TV, Philadelphia.

The speaker insisted that the cost of installing scrambled broadcast runs from $90 to $100 per subscriber and that the costs of cable installations are lower than that when 25 per cent of the market has been covered.

Warns of Operating Costs

"However," he continued, "it is the operating costs that will cause the operator of a scrambled broadcasting system to go broke. He will be plagued with fixing television sets in which he has attached his decoder. He will have no way to determine if his customers actually receive the programs he transmits and thus will have a myriad of customer complaints. He must render all service on his equipment in the living rooms of his customers, at times suitable to their convenience, but limited to the hours that he is broadcasting scrambled signals so that his servicemen can check the operation of his equipment. Above all, his collection method involves either the use of coin boxes that are costly to maintain and 'empty', or he must rely upon a method whereby the customer tells him which programs have been viewed so that he in turn can then send out his bills.

"It all adds up to the most asinine business proposition put forth in years. Technically it's a monstrosity. Operationally, it would be like a nightmare experienced in a bottomless expense pit. Regardless of what final action the FCC takes in this matter it will make no practical difference. As a business venture scrambled broadcasting is doomed to bankruptcy. Movie exhibitors, congressmen, TV networks, unions, etc., are wasting their time opposing scrambled broadcasting. Let the FCC approve it. Scrambled broadcasting will then fall flat on its face."

Shapp insisted there was only one "practical" way to bring boxoffice entertainment into American homes—by wire.

Fears Customer Complaints

"The Skiatron proposal to use open wire runs contrary to all established engineering practices," Shapp declared. "Its alleged advantage of lower cost construction would soon evaporate midst the higher cost of system maintenance and customer complaints of inferior quality reception."

Turning to the differing systems suggested for collecting charges, Shapp said the monthly charge now being used at Bartlesville for the Jerrold system is more economical than the per program basis of Telemeter and Skiatron.

"The answer to this," he said, "is strictly economics. Any method for program selection necessitates a considerably higher capital investment for equipment," but if time and further experiments show the public prefers billing his company will have a metering system "that will record who watches what program and bills will be sent out on that basis."

Television Today

Prepare to Film Hildegarde Show

Plans have been completed by Joseph Steiner, veteran motion picture producer, for the production of a series of nine one-hour shows starring Hildegarde. The series will go on the air once a month starting in September, 1958, for an international sponsor.

Steiner will leave within two weeks for London, Paris and Rome, where he will set up production facilities for the series which is to be built around Hildegarde, using international talent, filmed in these three cities and also in Rio de Janeiro, Tokyo, Bangkok, Istanbul and Madrid. The ninth show in the series will be presented live in New York with talent brought in from the eight foreign capitals. The series will be called "The International Show."

Ted Sack Appointed

Ted Sack has been appointed Operations Coordinator of WTVJ, Miami, Fla. Sack, formerly a CBS Public Affairs producer and creator of the "Let's Take a Trip" show, will assist Jack Shay at the CBS-TV affiliate.

CBS Previews 'Depth Study'

CBS Television yesterday at the home office previewed a new 14-minute color-animation film, titled "Depth Study," which is designed as a sales argument emphasizing the position of television, and CBS in particular, as a sales medium. Produced by Terrytoons, a division of CBS Television Film Sales, Inc., the film utilizes the twin techniques of animation and color to excellent advantage, with its conclusions based on Market Planning Corporation research studies.

Supervising director was Gene Deitch and the project supervisor for CBS Television was George Bristol. There is a persuasively engaging and highly imaginative use of color and story technique, involving three caricatured "archaeologists" who uncover the rise of the television age, dating from 1946. Only in the closing moments is the specific CBS TV pitch made, with effective simplicity. The film is designed to be shown to business groups, agency people, industrial organizations and even general audiences. "Depth Study" is perhaps too imposing a title for this sales pitch, but the title will do no harm, in any event.—*C. S. A.*

Bout on TV

(*Continued from page* 1)

ton and Atlantic City, N. J., and East Hartford, Conn.

The bout was also exhibited in large metropolitan areas from coast to coast, including 12 theatres in the Los Angeles area and nine in Chicago. The fight network also included seven Canadian theatres.

Sold Out in S. F.

SAN FRANCISCO, Sept. 23 — Three Market Street theatres tonight accommodated 5,750 fight fans who paid a total gross of $26,100 to watch the Robinson-Basilio title fight over closed TV circuits. All seats were sold out weeks in advance at the Paramount, Golden Gate and Telenews Theatres at prices ranging from $3.85 to $6.50.

Full House in Cleveland

CLEVELAND, Sept. 23 — The State Allen-Hippodrome Theatres in Cleveland with over 9,000 total seating capacity were sold out for the closed-TV Robinson-Basilio fight broadcast at $3.50 general admission, with no reserved seats.

20th's Fall Activities in High Gear

TWENTIETH CENTURY-FOX's fall merchandising activities rolled into high gear this past week with an array of special events around the country. Writer-producer-director Nunnally Johnson and narrator Alistair Cooke journeyed to Augusta and Atlanta, Ga., to help launch the world premiere of "The Three Faces of Eve." In New York, representatives of the press, radio and TV, leading exhibitors and entertainment world notables were treated to sneak previews of two new Jerry Wald productions, "Kiss Them For Me" and "No Down Payment," the compelling drama which is 20th's answer to the demand for new boxoffice personalities. At the company's home office, general sales manager Alex Harrison mapped major distribution policy for fall and winter releases, while vice-president Charles Einfeld charted promotional plans for the Todd-AO picturization of Rodgers and Hammerstein's "South Pacific," now being filmed in the Hawaiian islands.



THE THREE FACES OF EVE's world premiere in Augusta, Ga., draws such luminar as, l. to r., Alistair Cooke, the distinguished journalist-TV commentator who narra the film, lovely Jody Shattuck, "Miss Georgia of 1957," and writer-producer-direc Nunnally Johnson. The gala charity opening launched more than 500 engagements the drama in the southeastern United States.



20th vice-president Charles Einfeld (center) maps elaborate promotional plans for the Todd-AO picturization of RODGERS AND HAMMERSTEIN'S SOUTH PACIFIC with Oscar Hammerstein II (left) and Magna president George Skouras. The famous stage hit is now before the Todd-AO cameras in the Hawaiian islands.



Alex Harrison, 20th-Fox general sales manager, outlines distributi policy on David O. Selznick's A FAREWELL TO ARMS, Jer Wald's PEYTON PLACE and other major fall and winter releas at a home office meeting of the company's division and district ma agers.



Actor Tony Randall and his wife are among the notables at a sneak preview of Jerry Wald's NO DOWN PAYMENT, at N.Y.'s Roxy. Randall stars in the drama.



The NO DOWN PAYMENT preview also attracted Murray Silverstone (left), president of 20th-Fox International, and Allen M. Noye, the company's managing director for Mexico.



KISS THEM FOR ME's gala Roxy sneak pr view spotlights such prominent press-TV pe sonalities as syndicated columnist Dorot Kilgallen. The escort is son, Richard Jr.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 60 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 25, 1957 TEN CENTS

Without Change

U. S., Britain Extend Pact For One Year

Reach Final Agreement In Less Than 90 Minutes

By J. A. OTTEN

WASHINGTON, Sept. 24 — Anglo-American film negotiators reached speedy agreement to extend the present film remittance agreement for one year without change.

The agreement, reached after less than 90 minutes of talks, would continue the pact until September 27, 1958. Motion Picture Association officials said that it rapidly became ap-

(*Continued on page* 7)



Eric Johnston



Ellis Arnall

TV Programming Hit by Celler

(Picture on Page 10)

"Pay-as-you-see television no more guarantees good programming than does the present system," N. Y. Democratic Representative Emanuel Celler said here yesterday in an address criticizing the television industry for its failure "to live up to its responsibili-

(*Continued on page* 10)

Television Today

Page 10

Fight TV Grosses 'Below Hopes'; Audience Reaction Is Favorable

Receipts for the theatre closed-circuit telecast of the Robinson-Basilio middleweight championship fight Monday night were "below expectations," Theatre Network Television president Nathan L. Halpern, said yesterday. No boxoffice figures are available as yet to compare with TNT's previous fight telecasts, he added. Audiences in the 174 theatres in 131 cities throughout the United States and Canada who saw the fight on TV reacted very favorably to "the most exciting and dramatic fight" ever handled by TNT, Halpern declared.

First reports also indicated that there were no technical or reception

(*Continued on page* 7)

Action Plentiful in U.A. Title Fight Film

Theatres have an excellent fight film in the 19-minute highlight record of the Sugar Ray Robinson-Carmen Basilio middleweight championship bout fought at Yankee Stadium, New York, Monday night. The film, which is being distributed by United Artists, was completed yesterday afternoon and shipment of prints to theatres was begun immediately.

Produced by Leslie Winik, it is narrated by Jimmy Powers and has been edited to provide a well-photographed and lighted attraction of the action highlights. It is in close-up all the way. Since there wasn't a knockdown in the entire 15-round bout, there is no slow motion camera work. It is a close-up of the two fighters

(*Continued on page* 7)

Says Fox, MGM to Aid French Anti-Red Labor

From THE DAILY Bureau

HOLLYWOOD, Sept. 24 — Raymond Le Bourre, secretary of the Free French Union Confederation of Workers, known as Force Ouvriere, reported to the Hollywood AFL Film Council today that M-G-M and 20th Century-Fox have agreed to give pre-

(*Continued on page* 7)

Benjamin Heads Tenth American-Israel Fete

Robert S. Benjamin, chairman of the board of United Artists, has accepted the chairmanship of the tenth anniversary dinner-concert of the American - Israel Cultural Foundation, to be held at the Waldorf - Astoria Hotel, Jan. 13, it was announced yesterday by Samuel Rubin, president of the Foundation.



Robert Benjamin

The dinner-concert, which will feature a galaxy of Israeli and American concert artists, will launch a

(*Continued on page* 7)

REVIEW:

Search for Paradise

Lowell Thomas—Stanley Warner Cinerama Corp.

THE FOURTH CINERAMA production since introduction of the process to the theatre world five years ago measures up well in all respects to its successful predecessors. Technically, in the very important areas of photography, sound and color, in particular, the Cinerama process that uses three synchronized projectors and a curved screen in three sections, aggregating six times the conventional screen size, is more impressive than ever. This may be attributable to added experience of the technicians with the process and its equipment, and perhaps to some technical refinements introduced since the appearance of the first production. However that may be, this Lowell Thomas production, "Search for

(*Continued on page* 7)

Hearing Set for Oct. 10

Loew Officials Are Again Sued By Tomlinson

Would Impound Proxies, Stay Stockholder Action

Special to THE DAILY

WILMINGTON, Sept. 24 — Joseph Tomlinson, a director of Loew's, Inc., today filed a suit in District Court here against Loew's, Inc., Joseph R. Vogel, William Parker, George A. Killion and John L. Sullivan asking the court to impound the proxies which were solicited for a stockholders meeting of the firm scheduled for Oct. 15.

The suit also seeks to restrain the use of stockholder action taken last August as well as restraint of Loew's

(*Continued on page* 3)

CineMiracle Plans Told by Rhoden, Glett

Special to THE DAILY

SOLVANG, Calif., Sept. 24—New York, Chicago, Miami and Los Angeles are the four key cities National Theatres has selected to launch "CineMiracle Adventure," in its new CineMiracle screen presentation, Elmer C. Rhoden, president, revealed here today at the circuit's annual convention at the Alisal Ranch. The NT chief pointed out



Elmer Rhoden

(*Continued on page* 3)

Judge's Illness Still Postpones Goldwyn Suit

Special to THE DAILY

SAN FRANCISCO, Sept. 24—The continued illness of Judge Edward P. Murphy forced a postponement for the second consecutive day of Samuel Goldwyn's anti-trust suit against

(*Continued on page* 3)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Europe and South Africa.

•

LACY W. KASTNER, president of Columbia Pictures, and MORRIS GOODMAN, sales manager of the foreign subsidiary, will leave New York tomorrow for London and Paris.

•

ALFRED CROWN, executive vice-president of Barbizon Productions, has returned to New York from London.

•

PHIL ISAACS, Paramount assistant Eastern sales manager, is in Pittsburgh from New York.

•

RICHARD HEARNE, British actor, will arrive in New York today from London via B.O.A.C.

Plan Senate Hearings On Information Media

From THE DAILY Bureau

WASHINGTON, Sept. 24—A Senate foreign relations subcommittee will hold hearings next month on the operations of the information media guarantee program.

This is the program under which the government guarantees book publishers, film companies and other information media firms the convertibility of their earnings in some foreign areas. Film companies have used the program some in the past, but are not making too great use of it now.

The hearings, tentatively scheduled to start Oct. 7 will be carried on by a subcommittee headed by Senator Mansfield (D., Mont.) Subcommittee officials said the idea is to find out just how the program has been operating and where it stands now.

Decatur Film Group Names New Officers

Special to THE DAILY

ATLANTA, Ga., Sept. 24—Mrs. A. L. Enloe has been named president of the Decatur (Ga.) Better Films Committee for the coming year. She succeeds Mrs. Thomas J. Gordon.

Other new members are Mrs. E. C. Clifton, vice-president, and Mrs. Julian L. Farmer, secretary-treasurer. The film committee lists 33 members representing various Decatur school, church and civic organizations. The group was established by city ordinance to review pictures shown at the Decatur theatres.

State, Local Governments Would Take Over

See 'Certain' Recommendation U. S. Give Up Admission Tax

From THE DAILY Bureau

WASHINGTON, Sept. 24—A group of top-ranking federal officials and state governors will almost certainly recommend early next month that the Federal Government give up the general admissions tax and leave this as a revenue source for state and local governments.

This will be one part of a larger package calling on the states to take over spending programs now costing the Federal Government some $350,000,000 to $450,000,000 a year, and calling on the U. S. to give up tax sources now bringing in some $540,000,000 annually. The admissions tax, which will bring in some $45,000,000 this fiscal year, is just one part of the package.

Of course, the recommendation does not mean it will automatically happen. Congressional and state legislatures' action will still be required to put the plan across. But the agreement expected next month will be the furthest along that the federal and state governments have ever come in this area. Most everything so far has stopped at the "study" stage.

Meeting to Start Oct. 3

The meeting will be held in Chicago Oct. 3 and 4. Heading the Federal group will be Treasury Secretary Robert B. Anderson. The federal and state task forces met in August and listed various areas of spending and taxes that should be studied for possible turning over to the states, and study groups have now reached definite conclusions that the admissions tax should be among those turned over, as also the cabaret tax.

This decision is expected to be ratified next month.

Business Plan Hits Snag in Detroit

Special to THE DAILY

DETROIT, Sept. 24 — A business building promotion conducted by a group of local exhibitors is chalking up triumph and headache. The stunt involves mailing passes, monthly, so designed as to eventually reach all Detroiters. It is described by exhibitors as an enormous success. This is clearly reflected in increased grosses of participants as well as return to theatres of those who have long been absent from movies.

Two Mailed in August

August (first mailing) which proved highly successful involved sending out two courtesy tickets. September mailing used technique of one ticket, which resulted in an equal or better return—the difference being that practically every ticket coming back to participating houses involved the sale of another. Based on this experience, the October mailing will be again for one Annie Oakley, only.

Conflict has arisen with downtown first-run houses in percentage situations, where various distributors have strenuously objected to, and succeeded in having houses refuse to honor the coupons in the hands of the public. This, in the view of the exhibitor organization, is negating the vast good will and potential increase in business which has been built up.

Withdrawals Feared

There has been newspaper comment on this situation and it is now certain, that being caught in the middle, all downtown first-run houses will withdraw from the campaign as of Oct. 1.

Aboaf Drive Set

October Aboaf Month, a five-week sales drive honoring Universal International Films vice-president and foreign general manager, Americo Aboaf, was announced yesterday by Alfred E. Daff, executive vice-president of Universal Pictures, and president of its overseas subsidiary. Forty of the company's foreign branches will participate in the drive which will get underway Saturday and end on Nov. 2 to coincide with the conclusion of the company's fiscal year.

Variety Tent 35 Sets Heart Project Luncheon

A special luncheon meeting of Tent 35, Variety Club of New York, has been called by Harold J. Klein, chief barker, for Oct. 17 at the Sheraton-Astor Hotel here, at which the Tent's new Heart Project will be announced.

Special events are being planned for the luncheon, which will be free to paid-up Barkers.

Mansfield on Tour

Jayne Mansfield, who stars in 20th Century-Fox's "Kiss Them for Me," left yesterday for Europe, where she will entertain for American servicemen and meet with press representatives in each of the cities she visits. She will go to London, Paris, Frankfurt, Hamburg, Dusseldorf, Amsterdam, The Hague, Stockholm, Brussels, Antwerp, Zurich, Geneva, Rome and Milan.

Albany Variety Club Fete Now October 7

Special to THE DAILY

ALBANY, Sept. 24.—The postponed 16th annual golf tournament and dinner of Albany Variety Club will be held Oct. 7 at Shaker Ridge Country Club in Colonie. Tickets are $10. Co-chairmen of the arrangements committee are Jules Perlmutter, of Perlmutter Theatres, and Irwin Ullman, of Fabian Theatres.

Following the dinner, the first fall general meeting of Tent 9 will take place with Chief Barker Al Keller in the chair. A 13-man "crew" is to be chosen that night.

12 Names Suggested

The nomination committee has suggested for it the names of: Elias (Sonny) Schlenger, Fabian division manager; Samuel E. Rosenblatt, former exhibitor and theatre owner; Irwin Ullman, attorney Lewis Sunberg, Dr. Irwin Strosberg, Max Zuckerman, Gene Teper, Aaron Wing, Arthur Green, Nat Hollander, Albert J. Bearup and Charles L. Mooney.

Showplace of the East
FOR YOUR SCREENINGS
• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
619 W. 54th St., New York 19
JUdson 6-0367



The Monarch
Only De luxe Service Every Night, Overnight New York to London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or
BOAC, 530 Fifth Avenue, New York 36
N. Y. MUrray Hill 7-8900.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theodore J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Chicago Pioneer Showmen To Celebrate 52 Years

Special to THE DAILY

CHICAGO, Sept. 24. — Jones, Linick & Schaefer, Chicago pioneer show company, operating the McVickers Theatre, will celebate its 52nd anniversary on October 5. The firm opened the first nickelodeon in the loop area, and was the first big theatre circuit in the United States to operate 52 theatres, all of them located in the Middle West.

Draft of Agenda Is Set For SMPTE Convention

The Society of Motion Picture and Television Engineers has published the first draft of the agenda for its six-day 82nd convention which will be held from Oct. 4-9 at the Sheraton Hotel, Philadelphia. A detailed program, including paper titles and abstracts will be published in the Society's September journal.

Following registration on Oct. 3 the convention will get under way on Friday, Oct. 4, with a session on general photography in the morning, a get-together luncheon, a talk on laboratory practice in the afternoon and presentation of the SMPTE awards in the evening.

General motion picture processes, closed-circuit TV and tape recording are the subjects for Saturday, to be followed on Sunday by sightseeing tours, a buffet supper and an evening dance.

Military uses of TV will be treated on Monday, to be followed by a cocktail party, banquet and dance.

A full agenda on Tuesday, Oct. 8, will include large-screen TV in the morning, color TV in the afternoon, with the evening given over to bilingual films and international TV.

Instrumentation and high-speed photography is the subject on tap for both the morning and afternoon sessions of Wednesday, Oct. 9, final day of the convention.

Stewart Is Chairman Of Coast Charity Drive

From THE DAILY Bureau

HOLLYWOOD, Sept. 24.—James Stewart has been named to head the 1958 campaign for the Permanent Charities Committee, succeeding Jerry Lewis, who was chairman of the 1957 drive.

Regarding his appointment, Stewart said, "Sometime during the 1958 campaign MPPCC will reach the twenty-million-dollar mark in funds raised since the organization was founded 16 years ago. It is a privilege to be chairman in the year when that milestone is reached."

WB Dividend 30c

The board of directors of Warner Bros. Pictures yesterday declared a dividend of 30c per share on its common stock, payable Nov. 6, to stockholders of record Oct. 11.

CineMiracle Plans Disclosed

(*Continued from page* 1)

that the Louis de Rochemont production will be released to the public early in 1958 with a view toward liquidating its cost in one year.

In his address to NT's top echelon, assembled here from 20 states, Rhoden said plans call for the filming of three pictures in CineMiracle during the next five years and the acquiring of 12 new story properties.



Charles Glett

Charles L. Glett, president of NT's subsidiary for diversification, National Film Investments, Inc., declared that "the development and realization of CineMiracle in 1957 will rank in importance with the advent of sound in 1927."

CineMiracle, Glett predicted, will be "the giant in the vanguard of all entertainment media that is destined to create the urge to go to the movies as a class habit to the ultimate benefit of the entire industry."

Thornton Sargent, NT advertising-publicity director, told the delegates an ambitious exploitation-publicity campaign has been mapped to presell "CineMiracle Adventure."

Rhoden also cited the "plus" factors in favor of the motion picture industry as being: the population growth of the nation, a possible reduction or elimination of the admission tax, the novelty of TV wearing off, a shorter work week which will give showmen an opportunity to fight more for the newly-available recreation time, and for NT the integration of CineMiracle.

"Minus" factors facing exhibitors, he said, were the acute shortage of film product, government restrictions which have unfairly hampered the industry as a whole in both time and money, the lack of unity among industry leaders (although he hailed the decision of the industry to sponsor next year's Academy Awards presentation over TV), and free TV movies.

Despite this rugged resistance, Rhoden asserted, NT in 1957 will gross about $59,000,000 and will earn over $2,000,000.

David Lipton, Universal-International vice-president, addressed the delegates on "The Growing Importance of Strongly Pre-Selling Pictures in Today's Market."

Other speakers included R. H. McCullough, NT CineMiracle research director; Coleman T. Conroy, Jr., camera photographic head; Borden Mace, of de Rochemont's staff; James Hardiman, CineMiracle unit publicity, and Charles Cochard, of the Lou Smith Organization.

Enken Elected Head Of Robins Amusement

Special to THE DAILY

WARREN, O., Sept. 24. — Leon Enken, Jr., vice-president of the Robins Amusement Company, which owns and operates theatres in Warren and Niles, Ohio, was elected president and treasurer of the company to succeed the late Joe Robins at a special meeting of the board of directors recently.

The board expressed confidence in the future of the theatre business by authorizing an expansion program for the acquisition of additional indoor and outdoor theatres and also authorized an expenditure of $75,000 for remodeling the Robins Theatre and the Robins Theatre Building.

Broaden Goldberg Role

Herman Goldberg, maintenance and purchasing supervisor for Warner Brothers exchanges, has assumed additional duties as home office maintenance manager. He will be in charge of moving the WB headquarters from the present location on 44th Street to the new offices at 666 Fifth Avenue.

Set Two TPA Pilots

Pilot films on two new programs, "Airline Hostess" and "Dude Ranch," will go into production shortly, according to Leon Fromkess, vice-president in charge of production for Television Programs of America, Inc.

Judge's Illness

(*Continued from page* 1)

National Theatres, Fox West Coast and others. It was also announced that the trial after this week will be postponed for at least a month because of Judge Murphy's previous assignment to hear a Federal court case in Idaho.

If the case resumes Wednesday, returning to the witness stand under cross examination by Arthur B. Dunne, council for the defendant, will be James A. Mulvey, president of Goldwyn Productions, Inc., who so far from the stand has described losses suffered by Goldwyn films because of alleged discrimination by F.W.C.

MMPTA Postpones Talk

The Metropolitan Motion Picture Theatre Association has postponed until Oct. 3 discussion of the proposed Department of Justice meeting to consider authorizing divorced circuits to engage in production and distribution. Time did not permit discussion of the matter at the MMPTA board meeting held here yesterday.

Swaebe Services Held

MIAMI, Sept. 24.—Funeral services were held here for Leslie D. Swaebe, 49, manager of the Montgomery Drive-In Theatre, Savannah, Ga., who died at his home there. He is survived by his wife, a son and a daughter.

. . . NEWS ROUNDUP

MGM Meetings in Louisville

M-G-M has started a series of daily meetings in Louisville at which plans will be completed for the world premiere of "Raintree County" at the Brown Theatre there on Oct. 2. Emery Austin, M-C-M exploitation head, is in Louisville from New York conferring with division press representatives and field men on the first public showing of the M-C-M, Camera 65 production.

■

Watervliet House to Reopen

The Strand Theatre in Watervliet, N. Y., closed for several months, will be reopened on Oct. 12 by Jules Perlmutter, of Albany, as an art theatre, thus giving the Albany area three art houses. Perlmutter also operates the Grand in Watervliet and theatres in six other communities.

■

Reopenings in Philadelphia

Three theatres in the Philadelphia area, darkened early in the summer, have been reopened. They are Stanley Warner's Stanley, in Chester; the Tremont, Tremont, and the Cap, Wind Gap.

■

Acquires, Re-Lights Theatre

James Constantine has taken over the closed Walker Theatre, Mayfield, Pa., and after renovations will reopen the house as the Family Theatre.

Loew's Officials

(*Continued from page* 1)

officials in making any affidavits or statements to the press which are false. The suit charges that the action of the defendants "constitute and will constitute a violation of Section 14-A of the Securities Act of 1934" and also alleges that it would be a violation of Regulation X14 of the Securities and Exchange Commission.

The pertinent part of the plaintiff's plea to the court objects to "Using or acting under, or pursuant to, and in the case of defendants Loew's using or permitting any of its officers or agents including the judges of election at any stockholders meeting to accept as valid any proxies obtained by the defendants including specifically the proxies obtained during and by means of the July and August, 1957, solicitations as well as the subsequent solicitations for the proposed special meeting of stockholders now scheduled for October 15, 1957," and requests "that all such proxies be impounded by this court."

The order was entered by Chief Judge Paul Leahy, fixing the hearing for Oct. 10 at 10:30 A.M. daylight saving time.

3700 RADIO-TV DISC JOCKEYS AND PROGRAM DIRECTORS LAUNCH VAST RECORD PROMOTION!

Platters now on the air, LP Albums as well as individual discs. RCA Victor forecasts, within two weeks "Top-10" hits out of the 7 sizzling hot new numbers:

"Jailhouse Rock"·"I Wanna Be Free" · "Baby, I Don't Care" · "Treat Me Nice" "One More Day" · "Young and Beautiful"·"Don't Leave Me Now."

GIANT CAMPAIGN!

A big show for everyone, promoted big in newspapers, radio and TV advertising. A publicity natural that's a space-grabber!

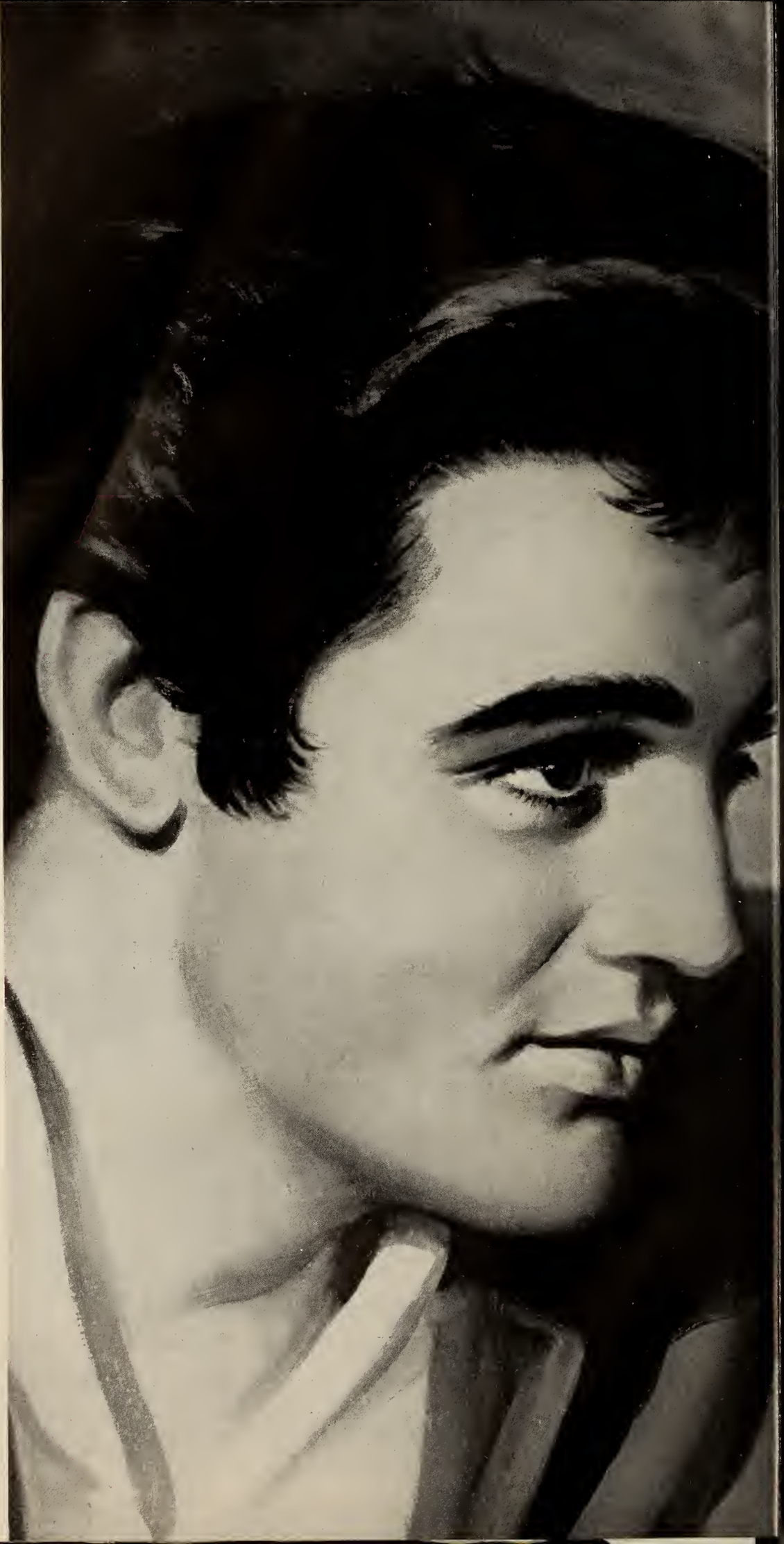
PREVIEW REPORT!

The audience at the Picwood Theatre in Encino, Cal. hailed it as Presley's greatest dramatic singing role; powerful story, sure-fire for adult draw and Presley fans!

WORLD PREMIERE!

The gala launching at Loew's State, Memphis, October 24th will be followed by saturation presentations throughout the South.

NOW BOOKING NATIONWIDE AS THE PERFECT THANKSGIVING ENTERTAINMENT!



M-G-M PRESENTS THE DELUXE ATTRACTION!

ELVIS PRESLEY

AT HIS GREATEST!



IN HIS FIRST BIG DRAMATIC SINGING ROLE!

Jailhouse Rock

Co-starring

JUDY TYLER

With

MICKEY SHAUGHNESSY · DEAN JONES · JENNIFER HOLDEN

Screen Play by GUY TROSPER · IN CINEMASCOPE · AN AVON PRODUCTION

Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

Motion Picture Daily Feature Reviews

Under Fire

Regal Films—20th Century-Fox

Four American soldiers stand before an Army court-martial on charges of desertion during combat. The ironic fact is that all four have excellent combat records and the senior non-commissioned officer, Sergeant Joe Dusak, played by Henry Morgan, is the recipient of the Distinguished Service Cross on the very day he is arrested and taken into custody. These plot elements in Regal Films' "Under Fire" could easily have provided a tense, intriguing story, but James Landis' talky screen play plods along at a snail's pace.

The charges lodged against the four men stem from two conflicting reports. One written by Morgan alleges that he and his men became lost while on patrol and were unable to warn their company of an impending German attack. Karl Lukas portrays a squad leader who reports he intercepted part of Morgan's squad in the Black Forest and that they did not appear to be lost at all. The assumption is that the men were avoiding combat.

As the case continues, the charges against Morgan become more serious. It develops that he is also accused of murdering one of his men. Rex Reason, as Lieutenant Steve Rogerson, is selected to defend the men. Strangely enough, however, they refuse to cooperate with Reason and the outcome of the case appears certain. Reason steadfastly refuses to accept the men's story because he is convinced they are concealing important facts for the defense. At the last minute one of the men breaks down and tells the lieutenant the complete story. As a result, the case against the men looms darker than ever. But Reason hits upon an amazing hunch that turns the tide of battle.

The picture was produced by Plato Skouras and directed by James Clark. Running time, 78 minutes. General classification. Release, in September.

Stowaway Girl

Foxwell—Paramount

Sex and melodrama are mixed in about equal portions in "Stowaway Girl," which, as the title indicates, has as its main situation the presence of a lone girl aboard a freight steamer otherwise occupied by a male crew. As produced by Ivan Foxwell in England, this picture has primary assets in three actors who give it an international flavor, as well as the benefit of strong performances. They include Trevor Howard, from England; Pedro Armendariz, from Mexico; and Elsa Martinelli, newest of the shapely females to come from Italy.

Miss Martinelli plays a young girl of 17 living in a South American port where the English tramp steamer has docked overnight. She persuades Armendariz, the ship's chief engineer, to smuggle her aboard ship promising later to give him certain favors in return. But once aboard she resists his advances and is discovered by the ship's captain, played by Howard. At first the latter is furious but is soon won over by her charm and begins to neglect his duties while dallying in the cabin with the girl.

This negligence of the captain leads to the major action scene in which a fire breaks out in the hold and eventually spreads to the rest of the ship, forcing the crew to abandon it. All are rescued, however, and the ending finds Miss Martinelli and Howard reunited.

The love scenes are bold and frank in this picture, and Guy Hamilton, the director, has managed to whip up quite a bit of excitement in the burning of the ship. Otherwise, this picture hasn't much to distinguish it.

The screenplay was by William Woods from his novel, "Manuela," and was written in collaboration with the producer and director.

Running time, 87 minutes. Adult classification. Release, in September.

RICHARD GERTNER

Forty Guns

20th Century-Fox—CinemaScope

PRODUCER-DIRECTOR-WRITER Samuel Fuller here has turned out a swift, action-full Western drama, basically of standard design but raised above the routine by the director's gift for bizarre incident and dramatic counterpoint. Effectively photographed in crisp, clear black-and-white CinemaScope, "Forty Guns" is the tale of a high-riding cattle baroness, boss of a large portion of the Arizona of the 1880's, and of how she meets her come-uppance.

Barbara Stanwyck stars in the central role, bringing to it the kind of vitality and forcefulness which have made her a box office figure over the last two decades. Opposite her is Barry Sullivan, as the Federal law man eventually responsible for the collapse of her empire. Heading the large supporting cast are Dean Jagger, John Ericson and Gene Barry.

Whether it is the fault of the film editor or of Fuller in his capacity as either writer or director, the early portion of the film is unnecessarily confusing in getting across to the audience just who is who and why. It's not until the story is well along that these essentials are established.

The film opens with Sullivan and his two brothers, Barry and Robert Dix, riding into Tombstone with a warrant for the arrest of one of Miss Stanwyck's "Forty Guns," the small army with which she rules her domain. In the course of carrying out the mission, Sullivan and Miss Stanwyck, playing a sort of cat and mouse game, fall in love.

This naturally complicated situation is made more so by the fact that Miss Stanwyck's personally appointed sheriff, Jagger, also loves her and with the aid of her no-good brother, Ericson, tries unsuccessfully to ambush Sullivan on a couple of occasions.

While not always completely believable, the story builds to its climax in scenes which are vivid and alive, including a tornado sequence, several shattering gunfights and the murder of a bridegroom just as he emerges from the church. As a showman, Fuller knows how to keep the audience awake by alternating a striking screen image for mood with a scene of headlong action.

Included in the film are two songs, a semi-religious number, "God Over My Shoulder," and a ballad, "High-Riding Woman," both effectively sung with guitar accompaniment by "Jidge" Carroll. The picture is a Globe Enterprises production for release by 20th-Fox.

Running time, 80 minutes. General classification. Release, in September.

VINCENT CANBY

Hell Canyon Outlaws

Republic

HARTFORD, Conn., Sept. 24

This Jerald Zukor production, released under the Republic banner, presents Dale Robertson, as the sheriff of a remote western hamlet who ruffles the town council's feelings too strongly one blissful afternoon and is promptly fired. Next morning, Brian Keith, Buddy Baer and two other desperados ride nonchalantly into town, proceed to bring chaos and consternation to saloon, livery stable, and main thoroughfares, the while looking over potential money caches.

Ex-sheriff Robertson eventually resolves the situation through as imaginative a string of circumstances as can be found in this type of entertainment. The Allan Kaufman-Max Glandband screenplay enables the town and its people to appear full-dimensioned, a facet too rarely encountered in the medium-budget westerns. Score by Irving Gertz adds to the mood.

Rossano Rory, lithesome blonde who's graced past international efforts, is the Spanish senorita very much smitten with Robertson. Dick Kallman registers strongly as would-be hero, his introductory role to the public.

The picture was produced by T. Frank Woods and directed by Paul Landres.

Running time, 71 minutes. General classification. Release, not set.

A. M. W.

The Black Scorpion

Warner Bros.

HOLLYWOOD, Sept. 24

Produced by Frank Melford and Jack Dietz, an independently operating partnership which has turned out some highly profitable constributions to the flow of fright-pictures that's been fattening box offices in recent times, this excursion into the realm of realistic unreality gives a showman the names of Richard Denning and Mara Corday for his advertising uses and a standard stretch of imaginative make-believe to please his patrons.

Those of the latter who have come to the theatre in quest of terror-entertainment—and surely no practicing exhibitor is going to conceal the character of a profitable product—figure to get their money's worth, whether in thrills or in laughs, in the 87 minutes of manipulated melodrama provided.

The screenplay by David Duncan and Robert Blees, based on a story by Paul Yawitz, has Denning and Carlos Rivas, geological investigators, driving deep into Mexico to investigate puzzling after-effects of a volcanic eruption. On their way by jeep to the volcano they meet and rescue Miss Corday, owner of a vast ranch thereabouts whose employees have fled in terror from an unseen marauder of unknown size, kind and origin.

In the deviously winding and ingeniously contrived sequences that follow this beginning, directly as concerns chronology, the geologists discover the killer to be one of a monstrous number of gigantic scorpions who have dwelt in the volcano for millions of years and, freed by the eruption, have taken to coming out at night and foraging the surface world.

Before the picture has finished, scorpions big enough to pluck a helicopter from the sky, and derail a train head-on, are dealt with, after many disasters, by Denning and the several forces of arms that have come to his aid by then. Direction by Edward Ludwig makes incredible things seem credible. And the special effects created by Willis O'Brien and Peter Peterson compare well with the most convincing yet seen.

Running time, 87 minutes. General classification. Release, in October.

WILLIAM R. WEAVER

J. S.-Britain

(*Continued from page* 1)

arent after the talks began at 10:30 is morning that both sides were ntent to continue the agreement as , and final agreement on this was ached shortly before noon.

Under the agreement, U.S. film mpanies have the unconditional ght to remit to the U.S. $17,000,000 their annual earnings in the nited Kingdom. Bonuses under the ADY plan and other additional al- wances bring the actual total, how- ver, up to somewhere between 21,000,000 and $22,000,000 a year. ndustry officials say that this covers ist about all U.K. earnings not used n production and other permitted ses in England.

Sir Frank Lee for Britain

Motion Picture Association presi- ent Eric Johnston and Ellis Arnall, resident of the Society of Indepen- ent Motion Picture Producers, head- d the American negotiating team. hey were backed up by MPA offi- als Fayette W. Allport, Ken Clark, alph Hetzel, and G. Griffith John- n. Sir Frank Lee, permanent under- ecretary of the British Board of rade, headed a three-man negotiat- ig team for the British government.

The speedy agreement resulted in ancellation of additional negotiating essions scheduled for this afternoon nd tomorrow.

Knight Coming to New York

Gordon Knight, chief of the Eng- sh Board of Trade's film division and ne of the delegates, is scheduled to o to New York on October 3 for nformal talks" with U. S. film in- ustry representatives. He is expected o discuss such subjects as the Euro- ean Common Market and films pro- uced by Americans in Britain.

Fox, MGM to Aid

(*Continued from page* 1)

erence of employment to members f anti-Communist unions on their lms made in France. Le Bourre, uest of the State Department, made ie report following conferences with . J. Mannix, general manager of I-G-M, and Fred S. Meyer, 20th-Fox irector of industrial relations, whom e found "most cordial and apprec- tive of free trade unions in the orldwide struggle against Commu- ist imperialism and totalitarianism."

The decision of these major stu- ios does not constitute a union onopoly which is against the law i France, but preference of anti- ommunist labor registers an im- ortant gain for the forces of Demo- acy, Le Bourre said.

Benjamin Heads

(*Continued from page* 1)

958 campaign to raise $2,500,000 for ie Foundation's program of aid to usic, drama, art and literature in rael. It will provide scholarships for lented young Israelis and develop cultural exchange between the Western Hemisphere and Israel.

Benjamin has participated widely in communal affairs. In 1952 he served as chairman of the amusement division of the United Jewish Appeal and in 1956 was chairman of the amusement division for the Joint Defense Appeal. He has just returned from a visit to Israel.

Search for Paradise

(CONTINUED FROM PAGE 1)

Paradise," is a visual delight and a memorable experience in theatre sound reproduction over most of its two-hour length.

The story, such as it is, follows what is becoming the expected Cinerama pattern, that is, a camera tour of far-away, colorful places embarked upon for whatever convenient reason will explain the journey and lend cohesiveness to the wanderer's travels. In this case it is the designation of Thomas by President Eisenhower as United States representative at the coronation of the King of Nepal, in the Himalayas between India and Red China.

With the journey begun aboard a U. S. Air Force "Globemaster," Thomas encounters James Parker and Christopher Young, playing a sergeant and a major en route to the Orient in search of a possible Shangri-La before deciding whether to reenlist. The two join the Cinerama party.

The air route is from New York to Paris, the Near East, Ceylon, Pakistan and the Himalayan fastnesses. Early, the audience is treated to the fouth version of the original Cinerama production's Coney Island roller coaster ride, this time in the form of a speeding, open jeep traversing a narrow, winding, steeply graded mountain road. And in case that sequence called for an encore, soon after the Cinerama camera takes a mad ride aboard an inflated rubber boat through the mountain rapids of the Upper Indus River. There follows a visit to the Vale of Kashmir, with glimpses of the serene houseboat life on the lovely Dal Lake, and to the fabled pleasure gardens of Shalimar.

Eventually, the party arrives in colorful Katmandu, capital of Nepal, where all the strange ceremony and pomp of an Oriental coronation are pictured in great detail. In the parade that follows the ceremony, the Cinerama camera climbs aboard a royal elephant and the theatre audience sways in unison with the great beast's strides.

The coronation over, the production mentors return by U. S. Air Force plane for an impressive sequence on America's air power as the returning craft approaches Eglin Field, Florida, and encounters skies full of jumping paratroopers in training operations, and the most advanced types of jet planes and long range bombers, some of the latter being refueled in flight. On this note, Parker and Young make their decision in favor of another hitch in the Air Force.

Otto Lang directed. The scenario and narration is by Thomas, Lang and Prosper Buranelli. Dimitri Tiomkin composed and conducted the excellent score. Included are four lyrics by Ned Washington and Thomas, sung by Robert Merrill. Paul Mantz supervised the numerous fine aerial sequences, which had the cooperation of the U.S.A.F. Color is by Technicolor.

"Search for Paradise" is another fine demonstration of Cinerama's ability to capture episodes and locations real enough to impart to the viewer a sense of participation. For example, there are shots of a member of the Cinerama party having his back massaged in Kashmir by what must have been the champion masseuse of the Far East. Cinerama makes the scene so real that this reviewer's back muscles were relieved of that taut feeling.

Although "Search for Paradise" introduces no new dramatics and opens no fields not previously explored in Cinerama, it is a highly interesting and enjoyable addition to the production series. Its commercial possibilities certainly are equal to its precessors'.

It is to be noted in passing that one of Cinerama's most conspicuous problems remains unsolved, that of the occasionally disconcerting separations between the side and center screens. While not pronounced, certain camera angles, more than others, center the viewer's attention on it from time to time. If the technicians concentrate during the next five years on eliminating that, they will have made a significant contribution to the process.

Running time, 120 minutes (exclusive of 15-minute intermission). General classification. Release, special.

Sherwin Kane

Fight Gross

(*Continued from page* 1)

difficulties, at least in all situations heard from so far.

The telecast of the fight, which was also broadcast on radio, had "little or no effect" on theatre grosses, leading circuit officials reported here yesterday.

Spokesmen for RKO, Loew's and Stanley Warner circuits said business was "good" in theatres carrying the telecast and they noted "little change" in grosses in other houses playing regular feature programs.

Boston Theatres at Capacity

Special to THE DAILY

BOSTON, Sept. 24—The four Boston theatres offering the Robinson-Basilio telecast last night were sold out to their capacity of 10,829 seats for a gate approximating $32,700.

The four theatres were Loew's State and Orpheum, charging $3.50 per person and ATC's Pilgrim and Seville, East Boston, charging $3.30, with all seats filled one hour before ring time. No standing room was sold due to the strict fire laws.

Reception in all four spots was reported as excellent. Two drive-ins also offered the fight pictures. At the Lowell Drive-In, owner Norman Glassman erected temporary stands filled by 2,000 fight fans. Admission was $3.00 per person. In Westport, the Yamins Circuit charged $13.20 per car with each car limited to six persons. Business was near capacity in both drive-ins.

895 See Bout in O.C.

OKLAHOMA CITY, Sept. 24—Last night's attendance at the telecast of the Robinson-Basilio fight at the Warner Theatre here was 895. The theatre capacity is approximately 1,400, and admission was $3.30 each.

Action Plentiful

(*Continued from page* 1)

putting on a slug-fest almost from start to finish, providing a truly ringside seat for theatre patrons. Apart from the Stadium spectators and theatre television in 174 houses, the public has not seen the fight, as it was not televised.

The film has been edited to show the highlights of the rounds which contained the most action. There is coverage of the first two rounds, of the fifth, the ninth, and the eleventh through fifteenth. The spectator's resultant impression is of a fight that was remarkably even. Basilio, however, clearly gives the impression that he was carrying the fight to Robinson all the way and that, had he not done so, it must almost certainly have been less interesting than it was.

Approximately 200 bookings have been set for the film in the Metropolitan New York area by U. A., some of which began last night. The company anticipates about 7,000 domestic dates, for which it has ordered 800 prints.

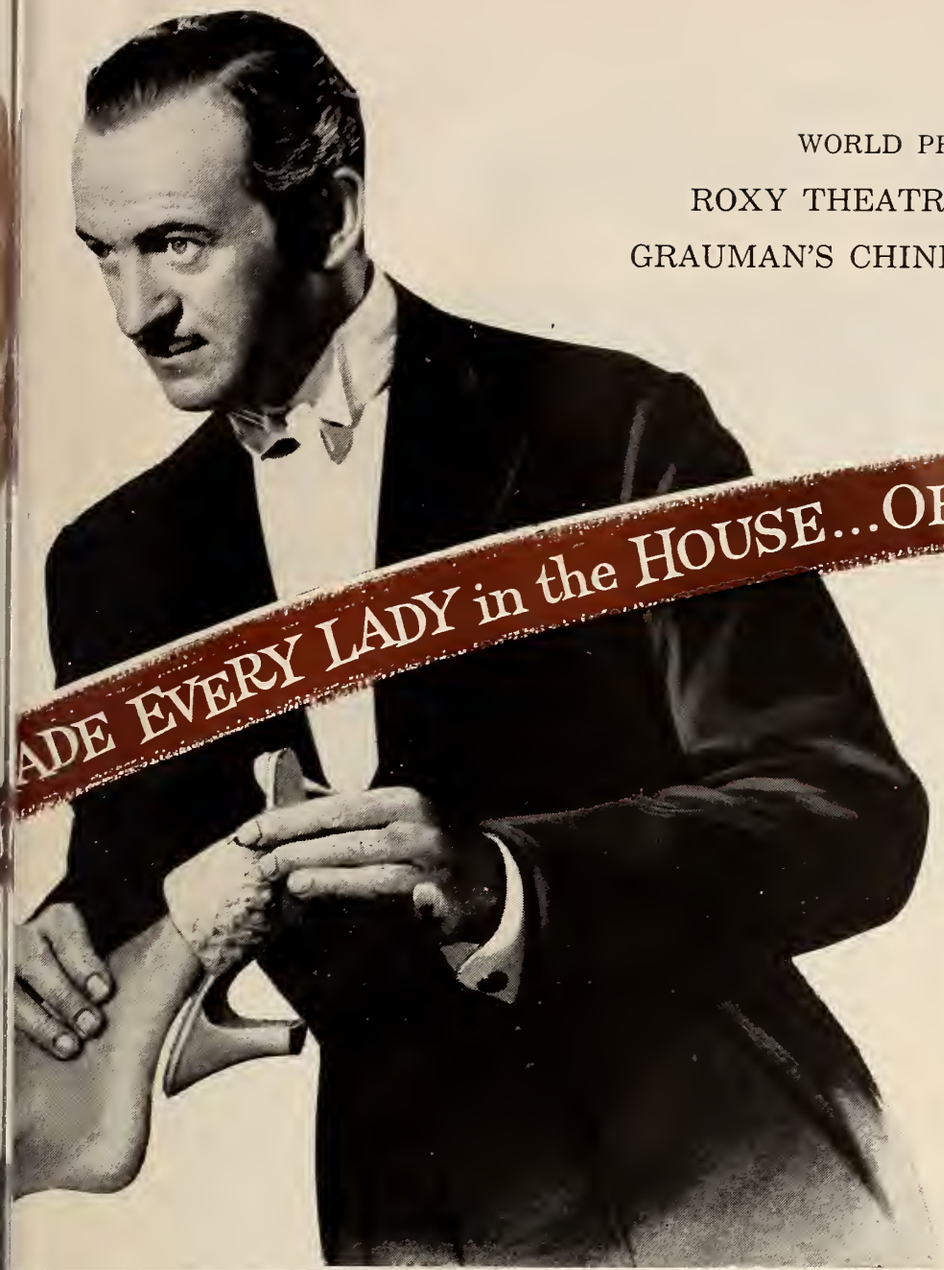
S. K.



Slick Showmanship in the U-I *manner backed with a*
NATIONAL MAGAZINE AD CAMPAIGN...*aimed to*
PRE-SELL *more than 40,000,000 Happy Readers!*

More Box Office Gold from U-I for Hollywood's Golden Jubilee.

Universal International®



WORLD PREMIERE ENGAGEMENTS

ROXY THEATRE, NEW YORK · October 11th.

GRAUMAN'S CHINESE, HOLLYWOOD · October 18th.



He was hired to buttle
BUT, oh, what a battle
when each girl demanded
his very special services!

Universal-International presents

JUNE ALLYSON · DAVID NIVEN

MY MAN GODFREY

CINEMASCOPE *in Eastman* COLOR

co-starring JESSIE ROYCE LANDIS · ROBERT KEITH
EVA GABOR · JAY ROBINSON · JEFF DONNELL and MARTHA HYER

Directed by HENRY KOSTER

Screenplay by EVERETT FREEMAN, PETER BERNEIS and WILLIAM BOWERS · Based on the screenplay by MORRIE RYSKIND and ERIC HATCH and on the novel by ERIC HATCH · Produced by ROSS HUNTER

Television Today

Programming

(*Continued from page* 1)

ties as a communication medium." Speaking before a luncheon meeting of the Academy of Television Arts and Sciences at the Harvard Club, Celler described a good deal of television programming today as an "insult to public intelligence."

'Would Be Back Where We Are'

In referring to toll TV, Celler called it "gas meter television." While he was willing to admit that first programming under such a system might show an improvement over what is being offered at present, Celler said that "it would not foreclose the chase for the largest possible audience, and, ultimately, we would be back where we are now, only this time we would be paying for the same thing, leaving us only the freedom to close the set in boredom or derision or plain disgust. Advertising would not be eliminated, nor should it be. It would mean that we would pay once again to be told what to want, when to want it."

Celler feels that an improvement in the quality of television programming will occur only when it is recognized that "the American public is not infantile or abject." The raising of programming standards will help not only the public, but artists and television workers, as well, who are "compelled to strip themselves of their God-given individuality and imitate, imitate, imitate."

Members of the Academy's executive committee present at the luncheon included Jayne Meadows Allen, Betty Furness, Mark Goodson, Evelyn J. Burkey, Hubbell Robinson, Jr., William J. Bratter, Royal E. Blakeman, Bernard Green, Henry S. White and Tex McCrarey.

A SPANKING BY "MANNY" CELLER, (as Henry White introduced him.) The Congressman from Brooklyn described television in terms gibing and pungent, and as for "Gasmeter" television he predicts it'll "be the same," which in his estimation isn't much. Above, with him at the Academy of Television Arts and Sciences luncheon yesterday, Sid Eiges of NBC, Betty Furness, Mr. White of Screen Gems and Hubbell Robinson of CBS.



TELEVISION TODAY picture

One Man's TViews

By Pinky Herman

FIRST live show of the new NBC-TV mystery series which Mort Abrahams will produce (20 live and 20 telefilms) will originate in the east Oct. 7 and will star Kurt Kaszner. Ford and Phillip Morris will sponsor on alternate weeks. . . . Good to see Ed Fitzgerald completely recovered from a long illness and back in action daily (2:00-2:30 P.M.) TVia Channel 9. Ed & Pegeen started their fabulous 'mister & missus' radio career years ago on WOR. . . . Can't understand howcome a talented performer like Alan Dale, isn't the star of his own TV series. The ABC-Paramount recording star possesses the pipes, the looks, the talent and the savvy. . . . Look for some important moom pitchur and teevee news to be announced soon by Albert C. Gannaway. . . . Splendex Enterprises sending camera crew to Golega, Portugal to film St. Martin's Fair, Nov. 10-12.

☆ ☆ ☆

While producing film shorts for Paramount back in 1936, Joe Steiner made plans to make a series of musical subjects starring Hildegarde but nothing happened. Ten years later, as production manager for the Boris Morros musical, "Carnegie Hall," Joe again discussed the idea with the chantootsie and her manager Sosenko and again—nothing. Four months ago Steiner once again carefully made plans, this time for a series of full-hour telefilms and next month Joe flies to London and Paris to set up production facilities for "The International Show" starring the incomparable Hildegarde, to be filmed in principal cities of the world and directed by Frank Borzage with Lee Garmes, the cinematographer. . . . Glad to learn that deejays are lending their support in the local and national drives to curb juvenile delinquency. Up at W F S T Caribou, Maine Bill Linne and Ray Mosher have been doing a swell job with their daily teen-age hops and talent parades.



Hildegarde

Ralph Edwards Forms Own Sales Organization

HOLLYWOOD, Sept. 24 — Ralph Edwards has announced the formation of his own sales organization, in addition to his numerous packaging activities.

Three of his properties, at present on NBC-TV, "This Is Your Life," "Truth or Consequences" and "It Could Be You" will continue to be handled by MCA.

The new organization, under Edwards' direction, acting as sales representatives will also develop new program ideas. Edwards' brother, Paul, and William Burch, writer, director and idea man for Edwards during the past 12 years, will head the new company, with Burch in charge of sales.

Trans-Lux TV Opens Offices in Chicago

The Trans-Lux Television Corp. has opened offices in Chicago, at 1314 South Wabash Avenue, Richard Carlton, vice-president in charge of sales, announced here yesterday.

This is the second office the company has opened within the year. The first was in Los Angeles in April.

Set Sales in Canada Drop

Special to THE DAILY

OTTAWA, Sept. 24.—Canadia sales of TV sets have dropped s much this year that some manufactu ers are closing down operations, a least temporarily, and organized lab is seeking help from the governmer to step up introduction of color T in order to create more markets fo manufacturers.

Dropped to 189,384 Units

Officials here report that Canadia producers' sales of TV sets droppe to only 189,384 units in the first seve months of this year in contrast to 249, 126 in the like period last year. O the other hand, radio set sales in thi period increased to 374,816 units fro 351,720 a year ago, record player sales jumped up to 108,021 from 58, 593 and population increased sharpl in the same period raising the numbe of TV viewers, especially as more T stations are also in operation this yea

Two Reasons for Caution

The government has been carryin out a wait-and-see policy in regard t color TV for two reasons. First, it introduction would be costly; second reports reaching Canada suggest tha color TV operations in the U. S. hav not proven successful enough finan cially to warrant such an innovation i Canada at this time.

CBC Reports TV Costs Up Sharply in '56-'57

Special to THE DAILY

OTTAWA, Sept. 24—The Canadia Broadcasting Corp. reports televisio costs increased $10,000,000 in the fiscal year 1956-1957, to reach $35, 175,000, up 40 per cent over the previous year.

The deficit, however, with Parliamentary grants of $37,173,000 totals $1,561,000 against $1,358,000 the previous year, when operating expenses totalled $38,572,000 and a grant of $29,050,000.

In the preceding three years CBC recorded surpluses.

M-G-M to Make Film For Oil Centennial

From THE DAILY Bureau

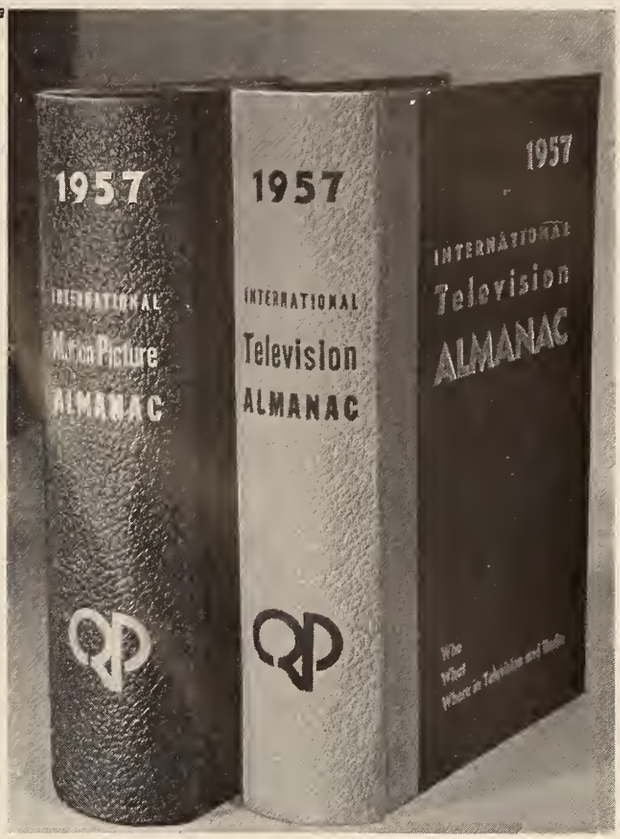
CULVER CITY, Calif., Sept. 24.—M-G-M will produce the first of a proposed series of one-hour color films for television as part of the oil industry's centennial celebration in 1959. Jack Denove, of Jack Denove Productions, has been named producer and will join forces with M-G-M-TV in getting the initial production under way.

The title of the series will be "Centennial," and will feature top Hollywood stars, directors and writers. Its sponsor will be the American Petroleum Institute, through its agency, Batten, Barton, Durstine & Osborn.

WHO... WHERE... WHAT... WHEN

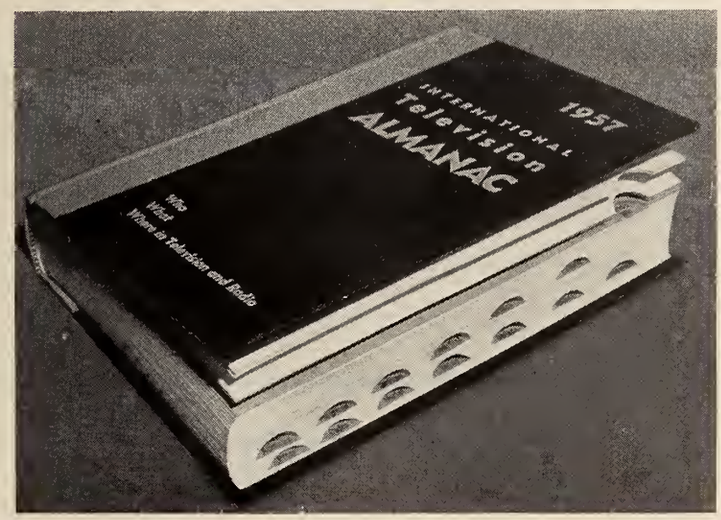
in the
Motion Picture Industry
in the
Television Industry

immediately at your hand . . .
the many times you want to know!



FIND THE FACTS INSTANTLY—

Each volume—Motion Picture or Television—is thumb-indexed for fast, ready reference.



Motion Picture Almanac
Price $5.00 postpaid

Television Almanac
Price $5.00 postpaid

Both volumes
Price $8.50 postpaid

USE HANDY COUPON BELOW TO ORDER

Order today...

The 1956 Almanacs were sell-outs—because there are no other reference books that serve so well . . . no others that provide a "Who's Who" of the Motion Picture and Television Industries (each volume contains over 11,000 biographies) . . . and no other serving either of these industries so conveniently arranged for reference, with thumb-indexed sections. The 1957 Editions represent a vast number of changes to bring the facts up to date. *TO MAKE SURE OF YOUR COPY, SEND IN YOUR ORDER TODAY!*

QUIGLEY PUBLICATIONS
1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1957 edition of:

- ☐ MOTION PICTURE ALMANAC ($5)
- ☐ TELEVISION ALMANAC ($5)
- ☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

- ☐ Payment herewith
- ☐ Bill me when shipped

Date of this reservation .....

Name .....

Address .....

.....

A UA EXCLUSIVE!

SUGAR RAY ROBINSON

VS

CARMEN BASILIO

HIGHLIGHTS OF THE WORLD'S MIDDLEWEIGHT CHAMPIONSHIP FIGHT!

Some of the greatest fight sequences ever seen . . . in 2 reels

"THE BIGGEST FIGHT OF 1957 WAS ALSO THE BEST!"
—Red Smith, N. Y. Herald Tribune

"ROUSING FIGHT EVERY INCH OF THE WAY!" *—Arthur Daly, N. Y. Times*

"A TREMENDOUS FIGHT AND ALMOST AS CLOSE AS THE ODDS!"
—Gene Ward, Daily News

"BRILLIANT EXHIBITION!" *—Harold Weissman, Daily Mirror*

Press Sheet and Accessories Available At Your National Screen Exchange

TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 61 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 26, 1957 TEN CENTS

Harling Says:

Bartlesville No True Test Of Toll-TV

Advocates Seeking Support Of Labor Unions, PTA

Special to THE DAILY

ALBANY, Sept. 25—The Bartlesville experiment with wired toll television cannot be considered significant as a guide to the economic feasibility of the system for use elsewhere, Phil Harling, co-chairman of the Joint Committee Against Toll TV, said in an interview here.



Phil Harling

There is a high per capita income in Bartlesville, Harling points out. It runs to more than $8,000. The national average is between $2,000 and $3,000, he states. The Bartlesville plan calls for a charge of $9.50 per month to users.

It is unrealistic for exhibitors to

(*Continued on page 3*)

Three Seek Toll-TV Rights in Houston

Special to THE DAILY

HOUSTON, Tex., Sept. 25 — A tussle is developing here between private interests who want city franchise rights to install closed-circuit television systems. Three applications for permits to install cables necessary for the systems were re-

(*Continued on page 3*)

TRADEWISE
on page 2

Television Today
on page 5

Louis B. Mayer Now in Los Angeles Hospital

From THE DAILY Bureau

LOS ANGELES, Sept. 25 — Louis B. Mayer, who was discharged from Stanford University Hospital in San Francisco 10 days ago after six weeks treatment there for anemia, has been a patient at the UCLA Medical Center here since last Thursday, the hospital revealed today.

A spokesman said Mayer, 72, is progressing "satisfactorily" under treatment for "severe anemia."

A.A. Will Emphasize Pre-Sold Properties

From THE DAILY Bureau

HOLLYWOOD, Sept. 25.—Allied Artists will emphasize the use of pre-sold properties in all future production planning, Steve Broidy, president of the company, said in an announcement here today.

As examples of the new policy, Broidy pointed out that two pictures now awaiting release, "The Hunch-

(*Continued on page 6*)

Kodak Research Men Receive SMPTE Award

Earl M. Lowry and J. Gordon Jarvis, research associates of the Research Laboratories, Eastman Kodak Company, have been named to receive the 1957 Journal Award of the Society of Motion Picture and Television Engineers, for their paper "The

(*Continued on page 3*)

Fox to Release 6 Films in October

Twentieth Century-Fox will release six films in CinemaScope in October, headed by "The Three Faces of Eve" and "No Down Payment." In addition to these, Fox will offer two double features: "Ghost Diver" and "The Abominable Snowman of the Himalayas" and a teen-age combination, "Rockabilly Baby" and "Young and Dangerous."

Skiatron to Push Wire TV

Stockholders of the Skiatron Electronics & Television Corporation yesterday approved two recommendations made by the company's board of directors, the vote being over 700,000 shares in favor of new agreements with Matthew Fox's separately owned Skiatron TV, Inc.

The company has amended its licensing agreement with Fox and Skiatron TV to provide for payments to SETC of 2½ per cent of the gross income received from Skiatron TV's use and operation of SETC's Subscriber-Vision system by means of wire or closed circuit operations. The payment of this percentage is a new provision to cover a situation not contemplated by SETC's original agreement

(*Continued on page 6*)

Worldwide TV Networks Predicted by Leavey

Worldwide television networks by means of broad-band over-the-horizon systems were predicted yesterday by Major General E. H. Leavey, president of the International Telephone and Telegraph Corp. His statements were made in a closed circuit telecast from WRC-TV, Washington station of NBC, to Havana.

The talk marked the inauguration

(*Continued on page 5*)

Fight Telecast Did Only 60% of Capacity: Markson

Preliminary reports on the Robinson-Basilio fight telecast Monday night show that it did only 60 per cent of capacity instead of the anticipated 90 per cent, Harry Markson of the International Boxing Commission said here yesterday.

Markson estimated a total loss of $100,000 on the fight, which he said is definitely under a million in overall receipts. Theatre TV income was less than $300,000, he added.

Cohn Reports

Col. Annual Earnings at $2,250,000

Common Stock $1.80 for Period Ending in June

Columbia Pictures had consolidated earnings of $2,250,000 for the fiscal year ended June 29, Harry Cohn, president reported in a statement issued yesterday. This compares with earnings of $2,670,000 for the previous year ended une 30, 1'56, he pointed out.

Earnings per share of common stock for this fiscal year were $1.80 as compared to $2.17 for the previous comparable period. Earnings for the 1957 period after preferred stock dividends, are based on 1,122,800 shares outstanding on June 29.

Cohn stated that the current report covered the first full fiscal year that the company's television subsidiary, Screen Gems, has been receiving Columbia features for TV. Income therefore has been recorded on an accrual basis to conform to the company's regular accounting policy, he said.

N.Y. Group Finalizes Golden Jubilee Plans

Plans for New York participation in the industry's Golden Jubilee celebration are virtually complete, it was announced yesterday following a meeting of subcommittee chairmen under New York Jubilee chairman Martin Davis. The following activities are now being finalized: an airport press reception; a motorcade from Times Square to City Hall; re-

(*Continued on page 6*)

Fire Sweeps Back-Lot At Universal Studio

From THE DAILY Bureau

HOLLYWOOD, Sept. 25—Fire, of undetermined origin, swept the Universal-International studio back-lot this afternoon, destroying two blocks of buildings on New York Street and other properties. The loss is estimated at $500,000.

לשנה טובה תכתבו

1957 5718

PERSONAL MENTION

ALFRED E. DAFF, Universal Pictures executive vice-president, left Hollywood yesterday via the Polar Route for Europe.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will leave New York today on an extended business trip to Europe.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave the Coast today for New York.

•

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York over the weekend from Hollywood.

•

STANLEY KRAMER, with MRS. KRAMER, will leave Hollywood at the weekend for England and the Continent.

•

CONNIE REEVESMAN, of the 20th Century-Fox payroll department, and CARL MCINERNEY, of the company's telegraphic maintenance department, have been married.

•

TONY FORRESTER, United Artists manager in Trinidad, returned there yesterday following a week in New York.

•

JOHN LEO, United Artists director of television sales, has returned to New York from Hartford.

•

ALEX MARCH, producer, will arrive in New York today from Hollywood.

•

JANET BLAIR will leave here today for London via B.O.A.C.

•

HARRY ALLEN TOWERS, producer, will leave New York via B.O.A.C. today for England.

'Time' Ads to Feature Preview Reactions

United Artists will use quotes from preview card reactions to Heath Productions' "Time Limit" in a series of newspaper teaser ads for the film. The ads are to be placed in newspapers in 22 selected key cities.

Copy will include the name and address of the filmgoer as well as the actual comment of each. In a follow-up to this campaign reader response to the ads will be tested. If it is favorable the technique is to be applied on a wider scale to future UA releases.

TRADEWISE

By ONLOOKER

HENRY GRIFFING, president of Video Independent Theatres, now conducting the telemovies test in Bartlesville, Okla., gave a demonstration of frankness at his press conference at the Plaza Hotel here this week that may not have started a stampede of exhibitors to install the system but certainly offered plenty of information to clarify industry thinking on the subject of telemovies. Reporting on the first three weeks of the Bartlesville test and answering a steady stream of questions from about 50 newshawks during a 90-minute session, Griffing sidestepped only those questions which lack of information prevented him from answering. . . . There is no doubt that Griffing is sincere in his belief, or hope, that telemovies will prove to be a stalwart new supplement of theatre business of the future. But the more others learn about it, the less certain they are; this department among them. As a matter of fact, we had more doubts about the importance of telemovies in the industry's future after the press conference than we did before. . . . Griffing volunteered that it will take a year of "hard sell" to put telemovies over in Bartlesville, a closed situation, a city that's above average in employment, earnings, money available for spending, etc. Video plans to extend telemovies elsewhere in its territory —Oklahoma, Texas, New Mexico—but dependent on the outcome of the Bartlesville test. . . . Extension to other cities means cutting in competing exhibitors and facing vastly more complex problems than exist in Bartlesville. And there, before the first free month of telemovies is ended and fee collection begun, installations are catching up with demand, Griffing revealed, and fewer than 500 homes are connected. Telemovies needs about 2,000 subscribers in Bartlesville to pay off. . . . Of course, it is still early; the picture can change. But at the moment, the impression that telemovies is just what the public's been waiting for remains elusive.

BUT WHETHER it's telemovies or other new systems, this fast-changing industry of ours continues to be a fertile field for experiments of a wide variety. In fact, that very prospect of new methods of both distributing and exhibiting films calls for the exercise of the greatest caution—and at the same time explains the slowness of pace—in the deliberations of the joint industry conference on arbitration. . . . How tell what conditions may prevail a year or two from now? How go about making specific provisions for disputes developing under a system of buying and selling that may be altered basically before the arbitration machinery may have had a chance to warm up? There are good reasons for avoiding hasty action. . . . Involved, of course, is two-way protection. Exhibitors, no more than distributors, are able to foresee the problems that may emerge from a changing order. They can only attempt to anticipate as many as possible and try to provide the means to have them dealt with in any arbitration plan that can be agreed upon.

A WEEKLY AMUSEMENT journal says the naming of F. Hugh Herbert to the Production Code appeals board "was a shocker to many in the trade." . . . They must be the ones who aren't aware that after the amicable adjustment of differences over some Herbert dialogue in MGM's "The Little Hut," Herbert declared himself a convert and staunch believer in the Code. . . . Back from Europe, Jack Warner joins Darryl Zanuck in branding those stories of the two breaking the baccarat bank at Cannes last month as the product of an imaginative mind within the publicity department of the Palm Beach Casino there.

Fox Picture to Aid Beverly Hills Museum

An agreement has been reached by 20th Century-Fox and the New Pacific Arts Museum at Beverly Hills for the production of a big picture with a record number of stars for the purpose of financing the museum's plan to erect a suitable building.

Jules Stein, head of the museum finance committee, conducted the negotiations with Spyros P. Skouras, 20th-Fox president, and Buddy Adler, executive production head of the studio, has agreed to produce the feature. Details remain to be worked out.

CinemaScope 55 Expected

It is expected that the production which will be in the new Dimensional CinemaScope 55mm process, will enable the museum to expedite construction during 1958. The 20th-Fox studio is located in Beverly Hills.

Minneapolis Suit Will Resume in Mid-October

Special to THE DAILY

MINNEAPOLIS, Sept. 25.—Trial of the federal anti-trust suit being brought by Charles Rubenstein and Abe Kaplan against eight major film companies and Minnesota Amusement Co. will be resumed the middle of October, although no definite date has been set. The presiding judge has been called to Washington, forcing a recess.

Briefs Completed

Lee Loevinger, counsel for Rubinstein and Kaplan, has completed presentation of evidence charging the film distributors and Maco with conspiracy to violate the anti-trust law by discriminating against R & K's Hollywood Theatre, northeast Minneapolis neighborhood house, in favor of the nearby Arion Theatre, formerly operated by Maco.

Rogosin in Israel

Lionel Rogosin, producer of "On the Bowery," has accepted an invitation from the Israeli government to produce a full-length film for them to be completed during the 10th anniversary celebration of the independence of Israel. Rogosin is in Tel Aviv now making plans for production.

SPECIAL TRAILERS

Are a MUST in every live-wire theatre operation. When you need the finest quality in the fastest possible time order from . . .

CHICAGO 1327 So. Wabash NEW YORK 630 Ninth Avenue

FILMACK

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Robert Wile, new director of exhibitor relations at 20th Century-Fox, has accepted an invitation to address the Montana Theatre Owners Association convention, to be held in Billings, Oct. I and 2.

□

James "Doc" Carleton, pioneer builder of film laboratories, whose last work was the Movielab plant here, is ill at the Kingsbridge Veterans Hospital, Bronx, N. Y., where he can be visited.

□

Margaret Ettinger, vice-president and head of the Hollywood office of Communications Counselors, has been named press chairman of the 20th annual convention of the Western region of the American Association of Advertising Agencies to be held Oct. 11-13 at Sun Valley, Idaho.

Adventure Hit Revivals Go Big in Hollywood

From THE DAILY Bureau

HOLLYWOOD, Sept. 25. — Max Laemmle, operator of the Los Felix Theatre on South Vermont Avenue, is cornering a large slice of the juvenile Saturday matinee spending with a series of 12 adventure hits of past years.

On the latest in the series, "The Adventures of Robinson Crusoe," Laemmle broke house records with both adults and youngsters attending.

Laemmle phoned the star, Dan O'Herlihy, the day before the opening and asked him if he would like to make a personal appearance. He showed up a few minutes before the film finished and remained to sign several hundred autographs.

AIP Re-Signs Corman

HOLLYWOOD, Sept. 25—American International Pictures today announced the signing of Roger Corman to produce and direct four pictures for the company within a year. Corman has produced 12 for AIP since 1954.

Dinner for Lord Rank In London October 1

From THE DAILY Bureau

LONDON, Sept. 25—The trade dinner to honour Lord Rank's elevation to the peerage will take place at the Savoy Hotel on October 1.

The event is sponsored by the Association of Specialised Film Producers, British Film Producers Association, Cinematograph Exhibitors' Association, Federation of British Film Makers, and the Kinematograph Renters' Society.

Kodak Research Men Honored

(*Continued from page* 1)

Luminance of Subjective Black" which was published in the August 1956 issue of the Journal of the organization.

The award is given annually for the most outstanding paper originally published in the SMPTE Journal during the preceding calendar year. Lowry and Jarvis each will receive a Journal award certificate at ceremonies, Friday, October 4, during the 82nd convention of the Society at the Sheraton Hotel in Philadelphia, which will convene October 4 through 9.

The prize paper discusses a new experimental technique concerning how the human eye perceives low levels of luminance, such as the black shadow areas of a photograph. The techniques described are especially significant for scientists studying tone reproduction in photography and for those engaged in research on vision.

Bartlesville

(*Continued from page* 1)

expect support from producers against toll TV, Harling declared. He advocated campaigns seeking support from labor unions, the American Legion and other veterans organizations, Parent-Teacher Associations and opinion-making groups.

Predicts Federal Turn-Down

Congress will bar Federal Communications Commission authorization for "paid use of the air waves," Harling predicted. "We do not think the FCC has such power, and we see in its recent cautious move to authorize experimentation an invitation to Congress to declare so specifically."

Harling leaves tomorrow for an inspection of the telemovies system in Bartlesville.

Three Seek Toll-TV

(*Continued from page* 1)

ceived by the city public service director this week.

They are from Interstate Circuit, Inc., which operates theatres here, the Bellaire Theatre and Trail Drive-In, Inc. Interstate designated no particular area in its request.

However, Trail Drive-In is asking for rights to operate a system in the southeast Houston area. Bellaire Theatre wants permission to put one in the southwest Houston area.

A hearing to determine public convenience and necessity, and whether one or several franchises will be granted will be held.

Switches to 1st-Run

SPRINGFIELD, Mass., Sept. 25—The Majestic Theatre, owned and operated by Murray Lipson, is dropping its subsequent-run policy, effective Oct. 9, in favor of what Lipson describes a "Class A policy to include foreign films and the better Hollywood product."

'La Strada' in N.E.

SPRINGFIELD, Mass., Sept. 25—Trans-lux release, "La Strada," has its regional premiere Oct. 2 at the downtown, first-run AB-PT Paramount Theatre, marking one of the theatre's few foreign bookings.

Set Special Events For WOMPI Convention

Special to THE DAILY

ATLANTA, Ga., Sept. 25.—Special events for the national convention of the Women of the Motion Picture Industry at Memphis, Tenn., Oct. 11-13 at the Peabody Hotel have been announced.

River Trip Scheduled

On Friday, Oct. 11 Dutch dinner and a trip on the showboat down the Mississippi River. Saturday morning, breakfast given by the Atlanta WOMPI Club, headed by Jackie Cowart. Saturday noon, "My Fair Lady luncheon." Saturday night, installation banquet and a late show will be given by the Western Region. Sunday morning, breakfast honoring all club presidents.

Mich. Allied Votes Funds to Fight Pay-TV

Special to THE DAILY

DETROIT, Sept. 25. — Main concentration of interest at the Michigan Allied September meeting was discussion of pay-TV. The upshot of debate was to vote funds from Michigan Allied to join with other organizations now contributing to fight pay TV.

It was also voted to retain a law firm to assist David Newman, who represents Cooperative Theatres of Michigan and Allied in the law suit brought against Michigan Allied by Ernest T. Conlon for alleged monies due for services during the time he was executive secretary of the organization.

Next Week in Kentucky 'Raintree County Week'

Special to THE DAILY

LOUISVILLE, Sept. 25 — Gov. Albert B. Chandler of Kentucky has issued a proclamation setting aside the week of Sept. 29 as "Raintree County World Premiere Week." The M-G-M picture was filmed largely on Kentucky soil. The premiere will be held at the Brown Theatre here on Oct. 2.

The proclamation concludes with a statement calling "upon the people of the Commonwealth of Kentucky to join in the spirit of this festival occasion to help make it a success and a credit to the State."

See British Film Costs Up As Interest Rises

From THE DAILY Bureau

LONDON, Sept. 25 — Raising of the bank rate on business loans from five to seven per cent—the highest since 1920—and freezing of bank overdrafts may raise the overall cost of British production as much as 250,000 pounds ($700,000), it is estimated.

The Government's measures to curb inflation and maintain the internal and external value of sterling will have no immediate effect, however, on the film industry, but some observers say it will lessen the chance of a substantial reduction of the entertainment tax in next year's budget.

Colistra New Westrex Treasurer-Comptroller

Roland A. Colistra, recently appointed treasurer-comptroller of the Westrex Corporation, joined the company in 1928 as tax accountant. He was transferred to the parent organization, Western Electric Company, Inc., in 1941 and returned to Westrex in 1945 as assistant comptroller.



R. A. Colistra

He was appointed comptroller on October 1, 1952.

Colistra is a director of three Westrex Corporation's subsidiary companies — Westrex Company, Asia, Westrex Company, East, and Westrex Company, Iberica. He is also treasurer and secretary of the Westrex Company, Orient and 12 of Westrex Corporation's subsidiary companies.

Many to Attend Tribute To Jean Hersholt

From THE DAILY Bureau

HOLLYWOOD, Sept. 25.—Personalities of both the civic and motion picture worlds will attend the tribute to Jean Hersholt to be held Sunday at 3 P.M. at the Motion Picture Country House, George L. Bagnall, president of the Motion Picture Relief Fund, said today.

The tribute will be part of the 15th anniversary of the founding of the Country House. A bust of Hersholt done by Thyra Boldsen, Danish sculptor, and presented by the family of the deceased actor, will be unveiled.

Canadian Shipments

OTTAWA, Sept. 25 — Canadian shipments to foreign markets of Canadian-made films increased to $2,260,000 in the first seven months of 1957 from $2,217,000 in the like 1956 period, the Canadian government has reported.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	RANK F.D.A.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
SEPTEMBER	MAN FROM MONTEREY Sterling Haydon, Pamela Duncan TEENAGE DOLL Juno Kenney, John Brinkley CRIME BENEATH THE SEA Mara Corday, Pat Conway NAKED IN THE SUN (color) James Craig, Lita Milan	3:10 TO YUMA Glenn Ford, Van Hoflin — 92 min. (Rev. 8/8/57) THE BROTHERS RICO Richard Conte, Oiana Foster — 92 min. (Rev. 8/26/57) THE PARSON AND THE OUTLAW Anthony Dexter, Buddy Rogers — 71 min. (Rev. 9/5/57) WOMAN OF THE RIVER (color) Sophia Loren—98 min. (Rev. 8/13/57)	HOUSE OF NUMBERS (CS) Jack Palance, Barbara Lang—92 min. (Rev. 6/26/57) HIRED GUN (CS) Rory Calhoun, Anne Francis — 64 min. (Rev. 9/23/57)	STOWAWAY GIRL Elsa Martinelli, Trevor Howard—87 min. (Rev. 9/25/57) SHORT CUT TO HELL (VV) Robert Ivers, Julio Bishop MR. ROCK 'N' ROLL Alan Frood, Rocky Graziano		THE SUN ALSO RISES (CS, color) Tyrone Power, Ava Gardner — 129 min. (Rev. 8/23/57) THE DEERSLAYER (CS, color) Lex Barker, Rita Moreno COPPER SKY Jeff Morrow, Coleen Gray — 75 min. (Rev. 9/19/57) FORTY GUNS (CS) Barbara Stanwyck, Barry Sullivan — 80 min. (9/25/57) THE UNKNOWN TERROR and BACK FROM THE OEAO Science Fiction Combination	ENEMY FROM SPACE Brian Donlevy, Sidney James—84 min. (Rev. 9/5/57) CHICAGO CONFIDENTIAL Brian Keith, Beverly Garland GUNSIGHT RIDGE Joel McCrea, Mark Stevens — 85 min. (Rev. 8/30/57) SATCHMO THE GREAT Louis Armstrong—63 min. (Rev. 9/12/57) STREET OF SINNERS George Montgomery — 76 min. (Rev. 9/5/57) THE CARELESS YEARS Dean Stockwell	INTERLUDE (CS, color) June Allyson, Rossano Brazzi — 90 min. (Rev. 6/25/57) JET PILOT (color) John Wayne, Janet Leigh — 112 min. (Rev. 9/19/57) JOE DAKOTA (color) Jock Mahoney, Luana Patton — 79 min. (Rev. 6/17/57) RUN OF THE ARROW (color) Rod Steiger, Sarita Montiel—85 min. (Rev. 6/5/57) THAT NIGHT John Boal — 89 min. (Rev. 7/24/57)	BLACK PATCH George Montgomery—83 min. (Rev. 9/6/57) JOHNNY TROUBLE Ethel Barrymore, Cecil Kellaway — 80 min. (Rev. 9/13/57)	THE AMAZING COLOSSAL MAN (AIP) Glenn Langan, Cathy Downs THE CAT GIRL (AIP) Barbara Shelley, Robert Ayres THE SILKEN AFFAIR (DCA) David Niven, Genevieve Page MADEMOISELLE STRIPTEASE (DCA) Brigitte Bardot, Daniel Gelin ESCAPADE (DCA) Alastair Sim, John Mills EVERY SECOND COUNTS (DCA) Barbara Laage, Jean-March Thibault CAST A DARK SHADOW (DCA) Dirk Bogarde, Margaret Lockwood TAMING SUTTON'S GIRL (Rep.) (N.) John Lupton, Gloria Talbott THE WAYWARD GIRL (Rep.) Marcia Henderson, Peter Walker
OCTOBER	LOOKING FOR DANGER Huntz Hall, Stanley Clements STREETS OF HAVANA John Cassavotes, Sara Shane TALL STRANGER (CS, color) Joel McCrea, Virginia Mayo	DOMINO KID Rory Calhoun, Kristino Miller — 73 min. (Rev. 8/26/57) THE STORY OF ESTHER COSTELLO Joan Crawford, Rossano Brazzi — 103 min. (Rev. 9/17/57) THE TIJUANA STORY Rodolfo Acosta, James Darren	UNTIL THEY SAIL (CS) Jean Simmons, Paul Newman INVISIBLE BOY Philip Abbott, Richard Eyer I ACCUSE (CS) Jose Ferrer, Anton Walbrook	THE JOKER IS WILD (VV) Frank Sinatra, Jeanne Crain — 123 min. (Rev. 8/28/57) THE DEVIL'S HAIRPIN (VV) Cornel Wilde, Jean Wallace HEAR ME GOOD Hal March, Merry Anders	SPANISH GARDENER (VV, color) Dirk Bogarde, Jon Whitelcy AN ALLIGATOR NAMED DAISY (VV, color) Donald Sinden, Diana Dors — 88 min. (Rev. 9/19/57)	NO DOWN PAYMENT (CS) Joanne Woodward, Tony Randall THREE FACES OF EVE (CS) Joanne Woodward, David Wayne — 91 min. (Rev. 8/21/57) THE ABOMINABLE SNOWMAN Forrest Tucker YOUNG AND DANGEROUS Lilli Gentle ROCKABILLY BABY Les Brown and orchestra GHOST DIVER	TIME LIMIT Richard Widmark, Richard Basehart — 96 min. (Rev. 9/19/57) THE GIRL IN BLACK STOCKINGS Lex Barker, Mamie van Ooron HELL BOUND John Russell MUSTANG Jack Beutel	MAN OF A THOUSAND FACES (CS) James Cagney, Dorothy Malone — 122 min. (Rev. 8/27/57) QUANTEZ (CS, color) Fred MacMurray, Dorothy Malone — 80 min. (Rev 8/27/57) THE UNHOLY WIFE (Color) Diana Dors, Rod Steiger — 94 min. (Rev. 8/30/57)	THE HELEN MORGAN STORY (CS) Ann Blyth, Paul Newman — 118 min. (Rev. 9/19/57) THE BLACK SCORPION Richard Denning, Mara Corday—87 min. (Rev. 9/25/57)	SORORITY GIRLS (AIP) Susan Cabot, Dick Miller MOTORCYCLE GANG (AIP) Steve Terrell, John Ashley RODAN, THE FLYING MONSTER (OCA) (color) science fiction THREE MEN IN A BOAT (DCA) (CS, color) Laurenec Harvey, Jimmy Edwards THE END OF THE ROAD (OCA) Edward Chapman, Finlay Currie THE FLESH IS WEAK and NOTHING BUT BLONDES exploitation package HELL'S CANYON OUTLAWS (Rep.) Dale Robertson, Brian Keith — 71 min. (Rev. 9/25/57) PANAMA SAL (Rep.) (N) Elena Verdugo, Edward Kemner
NOVEMBER	HUNCHBACK OF NOTRE DAME (CS, color) Gina Lollobrigida, Anthony Quinn HONGKONG STORY Jack Kelly, Lili Hwa SABU AND THE MAGIC RING (color) Sabu, William Marshall	DECISION AT SUNDOWN (color) Randolph Scott ESCAPE FROM SAN QUENTIN Johnny Desmond, Mary Anders	LES GIRLS (CS, color) Gene Kelly, Mitzi Gaynor JAILHOUSE ROCK (CS) Elvis Presley, Judy Tyler	THE TIN STAR (VV) Anthony Perkins, Henry Fonda ZERO HOUR Dana Andrews, Sterling Hayden	AS LONG AS THEY'RE HAPPY (color) Jack Buchanan, Jean Carson — 76 min. (Rev. 8/26/57) PURSUIT OF THE GRAF SPEE (VV color) John Gregson, Anthony Quayle	STOPOVER TOKYO (CS, color) Robert Wagner, Jean Collins APRIL LOVE (CS, color) Pat Boone, Shirley Jones UNDER FIRE Rex Reason, Henry Morgan RIDE A VIOLENT MILE John Ager, Penny Edwards	RIDE OUT FOR REVENGE Rory Calhoun, Gloria Grahame TIGER BY THE TAIL Larry Parks, Constance Smith AGE OF FURY Michael Higgins, Lois Holmes THE STEEL BAYONET Leo Genn, Kieron Moore	SLAUGHTER ON TENTH AVENUE Richard Egan; Jan Sterling — 103 min. (Rev. 9/19/57) SLIM CARTER Jock Mahoney, Tim Hovey DOCTOR AT LARGE (VV, color) Dirk Bogarde — 98 min. (Rev. 6/10/57) ESCAPADE IN JAPAN (Technirama) Cameron Mitchell, Teresa Wright — 92 min. (Rev. 9/19/57	STORY OF MANKIND (Color) All-star cast WOMAN IN A DRESSING GOWN Yvonne Mitchell, Anthony Quayle — 90 min. (Rev. 10/12/57 NO SLEEP TILL DAWN (CS, color) Natalie Wood, Karl Malden	THE VIKING WOMEN (AIP) Abby Dalton, Susan Cabot I WAS A TEENAGE FRANKENSTEIN (AIP) BLOOD OF DRACULA (AIP) TEENAGE BAD GIRL and TEENAGE WOLF PACK (OCA) combination TIME LOCK (OCA) Robert Beatty, Lee Patterson PANIC IN THE PARLOR (DCA) Peggy Mount, Shirley Eaton LIANI OF THE JUNGLE (DCA) Marion Michael, Hardy Kruger CHILD'S PLAY (OCA) Mona Washbourne, Peter Martyn GRAVE ROBBERS FROM OUTER SPACE (DCA)

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

FEATURE REVIEWS

The Deerslayer

Regal—20th-Fox—CinemaScope

SPRINGFIELD, Mass., Sept. 25

Enterprising Kurt Neumann, responsible for many an admirable grosser in the era of wide-screen and before, serves up an attraction that goes literally hand-in-hand with the resumption of school classes throughout North America and study anew of the continent's early frontier.

"The Deerslayer," another of the Regal Films released under the 20th-Fox banner, is based on James Fenimore Cooper's Leather Stocking Tales, and assembles the very evident talents of Lex Barker, as the principal player; Rita Moreno, Forrest Tucker, Cathy O'Donnell, J. C. Flippen and Carlos Rivas, with Neumann not only doubling as producer and director, but also collaborating with Carroll Young on screenplay.

The setting is upper New York State forestland—and a lake called Glimmerglass, "a broad sheet of water so placid and limpid that it resembled a bed of the pure mountain atmosphere," to quote the fabled storyteller. "The spot was very lovely, of a truth."

The Neumann-Young script adheres imaginatively to the Cooper legend of The Deerslayer, his shiftless companion, Hurry Harry March (Tucker) and intermittent encounters with the Huron tribe. It is produced, directed and enacted in a manner of particular appeal and approach to both the folklore devotee and the young-in-heart. Filling an auditorium with representatives of these should be pleasing indeed to the showman who makes known the present entertainment value.

The outdoor atmosphere is given proper balance through adroit use of CinemaScope and DeLuxe color.

Running time, 76 minutes. General classification Release, in September.

A. M. W.

Reform School Girl

American-International

BRIDGEPORT, Conn., Sept. 25

Title-conscious showmen should be able to parlay this Carmel Production, released through American-International, into a sizable drawing card. Its young and admirably spirited cast gives the Edward Bernds story, a rather round-about treatment of a girl striving for security in an emotional vacuum, much greater appeal than any synopsis may impart.

The Robert J. Gurney, Jr.-Samuel Z. Arkoff melodrama, directed by Bernds, casts Gloria Castillo, as a wrongly-accused teenager in a hit-and-run car accident. Sentenced to reform school, she encounters varied elements in youthful crime and soon finds herself labeled as an incorrigible.

There's hope and promise ahead, however, as school psychologist Ross Ford and a handsome young man, Ralph Reed, finally combine to assert her basic wholesomeness. The real perpetrator of the dark highway deed is uncovered, and Miss Castillo sighs happily in Reed's comforting arms.

Generally speaking, most of the faces are unknown to both exhibition and audiences, and therein lies the long-ago asserted contention of American-International's James H. Nicholson to encourage and develop new screen talent. This is welcome logic indeed.

Running time, 71 minutes. General classification. Release, not set.

A. M. W.

The Spanish Gardener

Rank Film Dist. of Amer.—VistaVision

A. J. Cronin's novel, "The Spanish Gardner," has been transferred to the screen with great care and much beauty as much of it was photographed in Spain in Technicolor and VistaVision. The cast includes one of England's top players, Dirk Bogarde, and the general level of the acting is excellent. The picture, however, is far too obvious and pounds across its point or its moral much too often.

The gardener (Bogarde) referred to in the title is hired by a British consul in a lovely Spanish port. The consul, separated from his wife, is bringing up their son selfishly and bitterly by being overprotective and too loving in order to retain the boy's affection. The boy, used to an untypically quiet existence for a child, takes to the gardener immediately and the father resents their association.

He is brusque and aloof and insulting towards his employe and eventually forbids him and the boy to even speak. When he goes away for a few days, the two friends spend the day together and when he returns, the father is furious. His valet, also jealous of the gardener, plants a stolen watch in the gardener's jacket and the consul, blindly jealous, believes no explanation offered and has him arrested. Bogarde escapes, the boy runs away and the truth finally is revealed with everybody happy as a consequence.

It does seem that the attitude of the father is somewhat unrealistic and is not helped by the frenetic acting of Michael Hordern. However, Bogarde and the boy, Jon Whiteley, are excellent. Young Whiteley was the older of "The Little Kidnappers," a few years ago. Cyril Cusack is quite good in the incredible role of the valet, and newcomer Maureen Swanson is lovely as Bogarde's girl friend.

The picture was produced by John Bryan and directed by Philip Leacock.

Running time, 95 minutes. General audience classification. Release, in October.

JAY REMER

Television Today

Surprise, Excitement Vital to Good TV Show: Jule Styne

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 25—Jule Styne's foresight of the "chemistry" between Eddie Fisher and George Gobel was firmly established during NBC's closed circuit preview of its new Fall shows in color recently over the network. The special Herb Baker material, including a parody of "September Song," as delivered by the balladier and the comedian, provided a welcome sample of what's in store for the Tuesday night viewers when the two personalities appear on each other's alternating programs.



Jule Styne

In an interview with Styne, producer of the new Eddie Fisher show, he credited Herb Baker, signed as top writer of the show, for the surprising highlight of the preview. "The script may be lousy, but, if you can get three surprising or exciting moments into a show, such as the one delivered for the trade, you've scored a home run," Styne said.

"Too many shows, however enjoyed, are lost the following morning, if you can't remember an outstanding piece of material, or bit to talk about," the producer added.

Discussing the potential response to Fisher's new show, Styne pointed out that Fisher is no longer the boy singer. "He's now a young married man—which will be reflected in his song style and delivery from here on," Styne said. Fisher's forte is ballads, and with the trend veering toward ballads, as indicated by the increasing number of album sales on that type of music, he predicted a zooming season for his charge.

There will be no set format for Gobel's appearances on Fisher's shows. Styne believes in catering to the element of surprise, putting a taboo on any stereotype time limit, portion of the show, or number of spots for the exchange arrangement the two stars have for appearances on each other's shows.

Had Two Broadway Hits

Styne, the producer of Broadway's "Mr. Wonderful" and "Bells Are Ringing," said he will aim Fisher's initial show at pleasing the critics, striving for the same reactions sought for an opening night on Broadway. He is a firm believer, despite the few exceptions, that critics are the gateway to sustaining interest in the shows that follow, and is dedicated to provide the caliber and precedent for the balance of the season in the opening show, October 1.

Freemantle Represents NBC TV in Canada

Freemantle of Canada, Ltd., will represent NBC Television Films, a division of California National Productions, Inc., throughout Canada effective October 1, it was announced by H. Weller Keever, vice-president in charge of sales for NBC Television Films, and Paul Talbot, president of Freemantle Overseas Radio and TV, Inc., parent company of the Canadian corporation.

Ralph Ellis is manager of Freemantle of Canada, which has its headquarters in Toronto.

Beck, Screencraft Deal

Alexander Beck Films has announced conclusion of a deal with Screencraft Pictures for exclusive foreign distribution of all of Screencraft's product, consisting of approximately 150 full length features and westerns, approximately 500 short subjects and two television shows, the "Mickey Rooney" show and "Judge Roy Bean." Additional Screencraft productions are to be included in the package as well.

Worldwide TV

(*Continued from page* 1)

of TV service to the Cuban capital. It was addressed to more than 20 South and Central American representatives at the Hotel Nacional in Havana.

The system overcomes such barriers as mountains, wastelands and bodies of water that separate population centers and is completely dependable for distances up to 300 miles, General Leavey states.

Wayne Coy Dies at 53

INDIANAPOLIS, Sept. 25.—Wayne Coy, 53, head of the Federal Communications Commission from 1947 to 1952, died here yesterday following a heart attack. At the time of his death he was president of WFBM Broadcasting Co.

WB-TV Signs O'Hanlon

James O'Hanlon, motion picture and television author who wrote the first hour-long drama for Warner Bros.' new "Maverick" TV series, has been signed to a producer-writer contract for Warner television films.

NT to Make 15, Not 3, in Cinemiracle in 5½ Years

National Theatres plans to produce three pictures a year in its new Cinemiracle system in the next 5½ years, instead of three pictures in the next five years, a corrected press release from National Theatres convention headquarters in Solvang, Calif. stated yesterday.

NT Workshops Report Today

Special to THE DAILY

SOLVANG, Calif., Sept. 25—National Theatres' last day of its four-day convention at the Alisal Ranch here opens at 8:30 tomorrow morning, with reports due from committee and workshop groups which held all-day meetings yesterday. Reporting will be workshop chairmen Richard Brous, Spencer Leve, William H. Thedford and Robert W. Selig. They will speak on Cinemiracle, attendance, drive plans, new ideas, expense control, admission prices, taxes, parking, unusual film program policies, contests, children's shows, COMPO, and both Academy and audience awards.

Next will come reports from Russ Brown, advertising; M. A. Lundgren on film; Walter Bantau, on purchasing-maintenance; Jack Wilson on merchandising; Alan May on treasurer's and report forms, and Jesse Elliott on taxes.

Closing remarks will follow by John B. Bertero, vice-president and chief legal counsel; Frank H. Ricketson, Jr., vice-president and general manager, and Elmer C. Rhoden, president.

Theatre Men for Vogel, Says Fortune Magazine

"Fortune Magazine" has a second article on the Joseph Vogel-Joseph Tomlinson fight for control of Loew's, Inc., in the October issue. It is titled "The Cliff Hanger at M-G-M," and is by Robert Sheehan.

"The very practical theatre owners of America, almost to a man, are working and praying for a Vogel victory," the author states. "They are hungry for new pictures to show and they are convinced that Tomlinson control will mean the liquidation of M-G-M. So exhibitors' groups all over the country have been forming committees, passing resolutions, and—here and there—are reported buying Loew's stock in order to qualify for the October voting.

"Executives and independent producers, writers and performers have joined in this support.

"Perhaps they love him for the enemies he has made. At any rate, Joe Vogel has been expanding under the treatment. His ordeal has been his education, and he is a considerably more confident and forceful executive now than when he was elected to the Loew's presidency in October 1956."

The article reviews the production accomplishments during the contest and concludes that Vogel and Benjamin Thau "had not done badly in putting together their list of films."

"All that I want," Vogel is quoted as saying, "is for a stockholder to come to me some day and say, 'Gee, Joe, this is a great company'."

REVIEW:

Until They Sail

MGM—CinemaScope

HOLLYWOOD, Sept. 25

PRODUCER CHARLES SCHNEE'S Academy-awarded artistry in the dramatization of adult emotions, witnessed in full flower in "The Bad and the Beautiful," is brought into powerful play on this picturization of a war-backgrounded story by James Michener. Again, as in that instance, the story presented is mature in character and composed of several plot-threads that make up, as handled, a compelling account of conditions that prevailed in New Zealand during World War II and the consequences of those conditions. Portrayed by a cast headed by Jean Simmons, Joan Fontaine, Paul Newman, Piper Laurie and Charles Drake, and including a charming newcomer named Sandra Lee and the experienced Wally Cassell, the production promises to make a big name for itself in the box office news of the season.

The setting of the story is Christchurch, New Zealand, and the period is from the arrival of American forces in that country to the end of the war and the return of New Zealand troops. The story shows the effects upon the women of New Zealand of the long absence of the nation's own male population and the sudden presence of American troops in great number. A line of dialogue, late in the picture, states that 10,000 New Zealand women married Americans they met during this period. The story concerns four New Zealand women, sisters, and their emotional experiences with men in uniform. It is a many-sided and by no means sugar-coated narrative, ably scripted by Robert Anderson and excellently directed by Robert Wise, with strong emotional appeal for the feminine segment of the audience.

Not to synopsize futilely a screenplay that follows the four sisters a long way, the story runs something like this. The city of Christchurch is virtually depopulated by men by the time the picture starts, and so Miss Laurie, third youngest of the sisters, marries Cassell, a brutish stay-at-home, who shortly is called to service and leaves. Miss Laurie goes to Wellington and takes up a life of convenience with American soldiers quartered there, specifically with seven of them, according to court testimony given in the picture.

THIS OUTRAGES Miss Fontaine, the second oldest sister, but later on she also succumbs to the presence of the Americans and gives herself to Drake, who is killed in battle before they can be married. She bears his child and, when the war is over, goes to America to live with his family.

Sandra Lee, the youngest sister, falls in love with a young American Marine and they are on their way to a normal, formal marriage when their part in the picture ends.

The principal story thread has to do with the relationship between Miss Simmons, whose husband has been killed early in the war, and Newman, a Marine whose duty is to investigate New Zealand women whose American soldier-sweethearts apply for permission to marry them. Miss Simmons and Newman, a divorced man, thrown together under stand-offish circumstances, discuss at length the irregularities of wartime romance and finally, after he has told her he does not love her and does not want to marry her, establish an intimate relationship which, after she is left alone as the last of the four sisters, she elects to continue by returning with him to America. No mention is made of marriage. The production is structurally impressive, due to excellent art direction by William A. Horning and Paul Grosse, and set decorations by Edwin B. Willis and Henry Grace. Special effects by A. Arnold Gillespie and Lee LeBlanc are outstanding.

Running time, 95 minutes. Adult classification. Release, in October.

WILLIAM R. WEAVER

Start New Theatre

MYRTLE BEACH, S. C., Sept. 25.—Marle Investment Company, of Charlotte, has begun construction of a new motion picture theatre on Chester Street, here, to cost an estimated $159,750. Baldwin Construction Company, Crescent Beach, has the contract. Faust & Riddle of Myrtle Beach are architects.

Skiatron TV

(*Continued from page 1*)

with Skiatron TC, which called for SETC to receive 5 per cent of all Skiatron TV's over-the-air telecasts utilizing Subscriber - Vision. The amendment was introduced in order to induce Skiatrorn TV to proceed with wire or closed circuit operations as rapidly as possible, since they do not require prior approval of the FCC, and to provide the larger outlay of initial capital and greater maintenance costs on the part of Skiatron-TV than the over-the-air operation contemplated originally. Both companies intend to conduct over-the-air operations whenever approval from the FCC is obtained.

Warrant Pact Ratified

SETC's agreement with Skiatron TV for the issuance of warrants to purchase 250,000 shares of common stock at $5 per share, which was the market price of the stock on the date the action was taken by the directors, was also ratified. The granting of such warrants is intended as additional consideration to Skiatron TV to proceed with wire or closed circuit operations.

N. Y. Jubilee

(*Continued from page 1*)

ception with Mayor Wagner at City Hall; a press meeting with fan magazines and breakfast at the Waldorf-Astoria Hotel with women's club organizations.

Also, a cross-city tour on the Golden Jubilee subway special; Times Square ceremonies with the selection of Miss Golden Jubilee and the installation of a commemorative Golden Jubilee plaque; a reception at the United Nations for U.N. delegates and the international press and to greet stars from foreign lands.

In addition, tours of the several boroughs are planned by New York exhibitors so that the stars can meet the public in the lobbies of up to 100 theatres.

Present at yesterday's luncheon, in addition to Davis, were Charles Cohen, Murray Segal, Mort Nathanson, Martin Levine, Robert Shapiro, D. J. Phillips, Leo Morrell, Taylor Mills, William Percival of the Department of Commerce and Public Events of New York City, and Louis Weintraub, representing Governor Harriman.

A.A. to Emphasize

(*Continued from page 1*)

back of Notre Dame" and "Naked in the Sun," are based on popular novels.

Two other pictures now being produced, he added, are based on best-sellers and four screen plays on the immediate production schedule are derived from published fiction.

'Daisy' Here Oct. 6

The Rank Organization's "An Alligator Named Daisy" will open at the Sutton Theatre here on October 6.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 62 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 27, 1957 TEN CENTS

FCC Staff Acts

First Draft of Toll-TV Test Order Ready

Changes Seen Certain Before Final Approval

By J. A. OTTEN

WASHINGTON, Sept. 26.—Federal Communications Commission staff members have completed their proposed first draft of an order setting forth conditions for contemplated subscription television tests.

It will be some time, however, before a final order is made public. The proposed draft must be circulated through the Commission and many changes could be ordered.

The final draft is expected to limit toll TV tests to cities with a minimum number of TV stations, to require a minimum number of hours a day of broadcasting, and contain other restrictions.

The FCC, in announcing last week

(*Continued on page* 5)

Telemeter Applications From Many Localities

Applications for Telemeter franchises have been received from nearly every part of the United States, according to Louis A. Novins, president of International Telemeter Corp.

Novins, with Carl Leserman, board

(*Continued on page* 6)

Cinerama to Mark 5th Anniversary on Monday

Cinerama had its world premiere on Broadway exactly five years ago next Monday night.

More than 32,000,000 persons have seen the three pictures produced in the three-projector system now installed in 22 theatres in the U. S. and eight overseas. The fourth production, "Search for Paradise," had its world premiere on Broadway earlier this week. The fifth is in production in the South Seas currently.

Sales Heads Report Satisfaction

Exhibitor Interest Spreads in Multiple City-Suburban Bookings

By JAMES M. JERAULD

Enough experience has been had with multiple city-suburban bookings, accompanied by high-powered promotion campaigns, to convince some sales managers they have found the royal road to increased income. The enthusiasm is especially noticeable among the smaller distributors. Some of the majors are conservative in their comments, but admit they will do some experimenting.

New York, Chicago, Pittsburgh and Los Angeles have been the most successful locations for these concentrations to date. Certain types of pictures are more suited to the experiments than others, and booking situations prevailing at the time of release are also controlling factors.

Exhibitor interest is spreading

(*Continued on page* 5)

1st Multiple Openings In Canada Set by A.A.

Allied Artists will introduce the plan of multiple openings for a picture for the first time in Canada when 20 theatres play "The Hunchback of Notre Dame" simultaneously on October 10, according to Morey R. Goldstein, vice-president and general sales manager of the company.



Morey Goldstein

The premiere has been set in the Montreal area and will coincide with Canada's Thanksgiving holiday. Premiere festivities will begin with an official reception to honor the picture's debut in Canada. Attending will be Raymond Hakin, who with his brother Robert, produced the picture, as well as leading government and civic leaders.

Martin Davis, AA eastern advertis-

(*Continued on page* 2)

Para. Expects Gain In Net: Balaban

Paramount Pictures is enjoying higher revenues from a greater number of film hits this year than last and expects to net more in the three months ending Sept. 30 than the 87 cents a share it earned in the third quarter last year. This was revealed by Barney Balaban, Paramount president, in an interview published in "The Wall Street Journal" yesterday.

Earnings from operations for all of 1957 also will be higher than last year, Balaban said in the interview, but

(*Continued on page* 5)

N.T. Sets Managers B.O. Contest; Convention Gets Workshop Reports

Special to THE DAILY

SOLVANG, Calif., Sept. 26—An estimated $50,000 in incentive prizes will be given to managers of National Theatres houses who show a marked increase in theatre attendance, Frank H. Ricketson, Jr., vice-president and general manager of theatre operations, announced at the circuit's convention here, at which the organization's workshops also reported on a variety of subjects.

Five leagues have been created for the attendance contest, with awards going to the top 50 theatre managers, Ricketson said. Among the top awards, there will be five all-expense-paid trips to Hawaii for managers and their wives as the first prize. In addition, the manager who does the best job of taking an attendance idea or creating one of his own and making it work at the boxoffice, will receive $250.

Besides the numerous cash awards, another prize will be a special invitation from Elmer C. Rhoden, NT president, to the world premiere of "Cinemiracle Adventure," to be held

(*Continued on page* 2)

'Overdue Move'

Production by Circuits Vital, Pinanski Says

Sees Telemovies Becoming The 'Producer's Gamble'

Special to THE DAILY

BOSTON, Sept. 26—It is "terribly important" to theatres that divorced circuits be authorized by the government to participate in production and distribution, Samuel Pinanski, head of American Theatres, said yesterday in commenting on the industry conference called by the Department of Justice to discuss the subject on Oct. 10 in Washington.



Samuel Pinanski

"The move by the Department is long overdue," Pinanski commented. "It had begun to appear that exhibitors would have to bleed to death

(*Continued on page* 2)

'Oscar Sweeps' Plan To Be Set in Motion

Plans to conduct the "Oscar" Sweepstakes on a national basis and with the cooperation of the Academy of M. P. Arts & Sciences will be discussed in the near future, industry advertising-publicity sources said yesterday.

Indications are that the project may be taken up by the Motion Picture Association advertising-publicity directors committee, of which Paul Lazarus is chairman, and possibly assigned

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., is scheduled to return to New York over the weekend from San Francisco.

•

GEORGE WELTNER, president of Paramount Film Distributing Corp., and CHARLES BOASBERG, worldwide sales head for "The Ten Commandments," will return to New York today from Lima, Peru.

•

DENNIS SHEA, Quigley Publications circulation manager, is recovering at St. John's Hospital, Long Island City, from surgery performed there earlier this week.

•

JERRY PICKMAN, Paramount vice-president in charge of advertising-publicity, will return to New York on Monday from Caracas, Venezuela.

•

BILL CUNNINGHAM, of "McCall's Magazine," will leave here over the weekend to visit studio executives on the West Coast.

•

JOHN S. HARRINGTON, Allied Artists supervisor prints and accessories, leaves Hollywood today for New York.

•

BOB RICH, Associated Artists Productions general sales manager, and DONALD KLAUBER, director of national sales, are in Los Angeles from New York.

•

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, will return to New York today followng a two-week trip through the South and Southwest.

•

APRIL OLRICH, British actress, will arrive in New York from London today via B.O.A.C.

First Multiple

(*Continued from page* 1)

ing and publicity director, is in charge of promotion for the picture. The campaign will include widespread newspaper advertising, radio and television spots, and street ballyhoos. In addition a school promotion has been effected to tie in the many film editions of the Victor Hugo novel on which the picture is based.

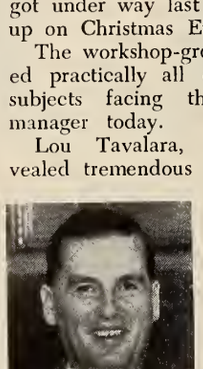
NT Managers

(*Continued from page* 1)

early in 1958. The new drive, which got under way last night, will wind up on Christmas Eve.

The workshop-group reports treated practically all of the important subjects facing the circuit-theatre manager today.

Lou Tavalara, Sacramento, revealed tremendous progress is being made toward removing city taxes from boxoffice admissions, as more and more city fathers come to realize the important role the motion picture theatre plays in the civic and business life of the community.



F. H. Ricketson

Ernest Sturm, Los Angeles, said increased admission prices on outstanding attractions during weekends is justified.

Bob Apple, Berkeley, pointed to the nation's 33,000,000 children and stressed the importance of children's shows.

Parking Treated

Fred Glass, Los Angeles, speaking on parking, told of methods of acquiring such facilities for patrons, either through the rental or purchase of property, tie-ups with local merchants and discount parking fees.

Fay Reeder, San Francisco, reporting on theatre ads, asked that the copy should strive to carry honesty and sincerity as well as be more explanatory.

Deploring the "flamboyant and vulgar portrayal of sex" in film advertising by some Hollywood producers, Reeder said a large number of people resent such ads, which may be attributable to the disappointing grosses on pictures "over-selling" sex. He applauded the renewed drive started in some quarters of the industry to reduce the excessive billing now required in film advertising for "vanity" purposes.

Move to Avoid Waste

John Denham, Salt Lake City, said NT will eliminate unnecessary waste and expense.

Other "workshop" speakers included Ray Davis, Denver, on marginal houses; Charles Murray, Wichita, on concessions; John Menardi, St. Louis, on theatre rentals during non-operating hours; Alton Robbins, Eugene, Ore., on manpower; Arnold Wyatt, Los Angeles, on unusual film program policies; R. E. Hopkins, Portland, Ore., on the "Rick Ricketson Showman Drive"; Harold Rice, Denver, on building attendance and the COMPO tie-ups; Alan Bamossy, Great Falls, Mont., on giveaways, and Leon Robertson, Kansas City, on new ideas.

Department group speakers, all from Los Angeles, included Russ Brown, who outlined preliminary plans for the launching of "Cinemiracle Adventure" in four key cities in early 1958; Pete Lundgren, on film product; Walter Bantau, on purchasing and maintenance; Jack Wilson, on merchandising; Alan May, on treasurer and report forms, and Jesse Elliott, on property taxes.

Elmer Rhoden a Speaker

Closing speakers included division managers M. Spencer Leve, Los Angeles; Robert W. Selig, Denver; Richard Brous, Kansas City; William H. Thedford, San Francisco, and Jim Runte, Seattle.

Also John B. Bertero, vice-president and general counsel; Ricketson, and Elmer C. Rhoden, president of the circuit.

TV Apparatus Fails At Detroit Theatre

Special to THE DAILY

DETROIT, Sept. 26.—Theatre TV apparatus at the Palms Theatre failed partially from the start of the Basilio-Robinson fight Monday night giving a faint double image throughout. The fight could be followed, but with two encounters going on simultaneously, and what appeared to be crowds in the corner between rounds, the effect was disconcerting.

The nearby Michigan Theatre employs the system in which the picture is transmitted to film and thrown back on the screen 30 seconds later. This film was saved, bicycled to the Palms and put on the screen there with perfect reproduction after an interruption.

Few patrons asked for their money back, most returning to see the fight a second time.

Besides the Michigan and Palms, capacity audiences saw the encounter at the West Side Drive In, the Eastside and Hollywood Theatres.

Madden NTFC Speaker At Thursday Meeting

Edward D. Madden, vice-president of the International Latex Corp., will be the principal speaker at the first luncheon meeting of the season of the National Television Film Council at the Hotel Warwick, Thursday, Oct. 3.

His subject will be "Television Film Barter—A New Trend?" Madden has been instrumental in the development of a system of bartering films for television commercial time spots. He is about to start a new advertising agency, Keyes, Madden and Jones.

Pinanski Says

(*Continued from page* 1)

before Federal action would be taken.

"Certainly, it is logical to permit a man to make the bread and butter for his own table. To forbid him to do so is equivalent to saying that he must go out of business if the other fellow doesn't supply him with enough of what he must have."

"We are very much in need of new marketing methods," Pinanski said. "There has not yet been any serious effort on distribution's part to accommodate the large numbers of potential patrons in outlying growth areas by providing them with new, strong attractions in their own neighborhood at the same time they are at downtown first run theatres.

Primarily Young People

"For the most part, residents of these growth areas are younger people, starting out as families in new homes. They seldom find it convenient, or possible, to hire baby sitters, and take the time to make the trip downtown, with its accompanying problems of parking and other expenses, in order to see a first run picture. Yet these young couples should be motion pictures' best customers."

Speaking of closed circuit telemovies, Pinanski said he thinks it is sounder commercially to use existing wire facilities for its operation than to string new cables for the system. Of programming in this medium, Pinanski said it looks like a big gamble for producers supplying the films.

Doubts Availability of Quality

"When it gets to the point where the public has a choice of films on telemovies, it will be natural for the bulk of the audience to choose the best picture available at any time and let the rest go. And how many good pictures will there be? I doubt whether the theatres average one a week now.

"A boxoffice in the home is a duplication of existing facilities and therefore an economic waste. But should it come, then all theatres should be wired and be ready to bid for top Broadway shows and the big spectator attractions that would become available, in competition with film programs sent into homes."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"THE PAJAMA GAME"
Starring DORIS DAY
JOHN RAITT • CAROL HANEY
A Warner Bros. Picture in WARNERCOLOR
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Otber Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

List Jubilee Dates, Cities, Exhibitors

Cities to be included on the tour of Hollywood personalities for the Golden Jubilee Celebration next month have been announced, along with the exhibitor contacts in each city. The dates and cities are described as tentative.

The complete list follows:

San Francisco, Oct. 18, Roy Cooper and Abe Blumenfeld; Portland Oct. 19-20, Albert Forman; Seattle, Oct. 21, Frederic Danz; Salt Lake City, Oct. 22, John N. Krier; Denver, Oct. 23, Robert Selig; Kansas City, Mo., Oct. 24, Richard Orear; Milwaukee, Oct. 25, Ben Marcus; Minneapolis, Oct. 26-27, E. R. Ruben; St. Paul, Oct. 28, Ruben; Chicago, Oct. 29, Dave Wallerstein and Edward Seguin; Indianapolis, Oct. 30, Dale McFarland; Detroit, Oct. 31, Harold Brown; Cleveland, Nov. 1, Frank Murphy.

Also Pittsburgh, Nov. 2-3, Moe Silver; Washington, D. C., Nov. 4, Julian Brylawski; Philadelphia, Nov. 5, Birk Binnard; Boston, Nov. 6, Paul Levi; New York City, Nov. 7-8, Martin Davis and Taylor Mills.

Tomlinson Issues Statement on Loew's

The following unsolicited statement was issued yesterday by Joseph Tomlinson, dissident Loew's, Inc., stockholder opposing Joseph R. Vogel, president:

"So many false statements have been made about my position as a stockholder and director of Loew's that I wish now to make my position crystal clear.

"Although I am the largest individual shareholder in Loew's, I do not wish or intend to dominate or control the company or to hold any office. I have never drawn a salary, pension or other emolument from the company, except a normal director's fee.

"My sole interest is and has been to assure competent and able management for the company so as to protect my investment in Loew's and to help protect other shareholders in the preservation of their investment.

"Any allegations to the contrary are completely false and without foundation."

Loew's officials could not be reached yesterday for comment.

Detroit Variety Sets Election November 4

Special to THE DAILY

DETROIT, Sept. 26.—Tent No. 5 will hold its annual election of officers Nov. 4. Bill Clark is chairman of the committee in charge of election arrangements. There will be a buffet supper at 6 P.M., followed by the voting.

William Wetsman, chairman of the entertainment committee, states the annual Purcell Fund party will be held at club headquarters Nov. 30.

Allport Defends American Policy Of Production in Great Britain

By WILLIAM PAY

LONDON, Sept. 24 (By Air Mail)—In 1956 member companies of the Motion Picture Association of America put more than £6 million ($16,800,000) into film production in the United Kingdom, F. W. Allport, European Manager of the Motion Picture Association of America, asserts in an article in the "Financial Times" entitled "Anglo-American Partnership."

Defending the policy of American companies producing here, he says: "It is sometimes thought that the money used by MPAA companies to finance British production consists exclusively of 'unremittable sterling,' that is, earnings of American films which the companies are bound to spend in Great Britain under the Anglo-American Film Agreement. While a large amount of 'unremittable sterling' is in fact used for British production in the neighbourhood of £3 million ($8,400,000) annually—it is not all by any means. It is supplemented, first, by substantial amounts of commercial credit—which is British money in that it is obtained from British banks and other British sources and, second, by dollars actually remitted to Britain for the purpose."

Earnings Return, He Says

"What better proof," asks Allport, "could there be of the absurdity of the charge that the foreign earnings of Anglo-American films do not return to the United Kingdom. They not only return but return perhaps several times over, in one form or another, to amortise production costs and production loans, to pay producers' and other shares, and to provide finance for further production."

Elaborating on the part played by American interests in the production and distribution of British films, he states that today, the MPAA companies taken together distribute more British films in the United Kingdom and abroad than any other company or group. To illustrate this he gives the following statistics:

Cites Distribution Increase

"In 1956 the MPAA companies distributed 20 per cent of all British feature films and 23 per cent of all first features distributed in the United Kingdom. These were more than double the 1954 proportions. In addition, they distributed 22 per cent of all British short subjects. In the first six months of 1957 these proportions rose to 32 per cent of all features and 42 per cent of first features, which respectively equal and exceed the totals for the three leading British distributors combined."

Outside the U.K., he continues, the MPAA companies distribute upwards of one-quarter of all British first features. Half of these receive worldwide distribution—that is, are distributed throughout the free world. As a result British producers and British films, in increasing numbers, are finding a new place and long overdue recognition in the world markets.

Refuting the charge that British films have been barred in the United States, Allport concludes: "In some cases British films distributed by MPAA companies have achieved spectacular results abroad, especially in the United States. There they have obtained as many as 14,000 bookings, out of a possible 18,000. That is a high figure for any film. It confirms the now recognised fact that there is no basic bar to British films in the U.S. The American industry derives approximately half of its revenue from its foreign business. There is no basic reason why good British films should not enjoy as wide a market as good American films. Their potential public is the same the world over. All that is needed is international appeal—and good selling."

HFPA Plans Forum

HOLLYWOOD, Sept. 26. — The Hollywood Foreign Press Association will hold a panel discussion on "Hollywood Production Abroad" Oct. 2 at the Beverly Hilton Hotel.

PEOPLE

Rolland Shoemaker, for the past 15 months manager, commercial service field administration, RCA Service Co., has been named manager, commercial service. He succeeds **Conrod R. Odden,** who was recently appointed manager, general quality control, RCA Victor Radio and "Victrola" Division.

□

Budd Rogers of New York has been appointed producers representative of the Patric Features picture, "Walk Into Hell," which will have its U. S. premiere in the New England area.

□

Katherine Marshall, assistant to manager **Will Hudson** of John Hamrick Theatres, Portland, Ore., is now celebrating her 32nd year in show business, having been associated during all that time with either the Hamrick or Evergreen circuits.

□

Arnold Hirsch has been appointed film critic for the "Detroit Times." He succeeds **Walter Stevenson,** who has been given a different assignment.

WARNER BROS.' TRADE SHOWS OCT. 2!

"THE STORY OF MANKIND"

STARRING
RONALD COLMAN · HEDY LAMARR · GROUCHO MARX · HARPO MARX · CHICO MARX · VIRGINIA MAYO · AGNES MOOREHEAD
VINCENT PRICE · PETER LORRE · CHARLES COBURN · CEDRIC HARDWICKE · CESAR ROMERO · DENNIS HOPPER
MARIE WILSON · HELMUT DANTINE · EDWARD EVERETT HORTON · REGINALD GARDINER · MARIE WINDSOR · CATHY O'DONNELL

A CAMBRIDGE PRODUCTION · SCREEN PLAY BY IRWIN ALLEN & CHARLES BENNETT · BASED ON THE BOOK BY HENDRIK VAN LOON · PRODUCED AND DIRECTED BY IRWIN ALLEN

ALBANY
20th Century-Fox Screening Room
1052 Bway • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:15 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 8:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Egyptian Theatre
2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Motion Picture Daily Feature Reviews

Escapade

DCA

WETHERSFIELD, Conn., Sept. 26

This Daniel M. Angel production, directed with imaginative hand by Philip Leacock from a Gilbert Holland screenplay, based on a play by Roger MacDougall, undertakes within an amazingly swift 87 minutes to examine some of the pitfalls to be encountered in any campaign to convince man that war should be abolished from civilization.

Undertaking this mission are a complex group, headed by John Mills, He's an admitted pacifist who, aided and abetted by as diverse a group of followers as can be found under Her Royal Majesty's flag, strikes home point after point. The subject matter is not for the conventional moviegoer, to be sure, but there is certainly an audience for the droll satire that has characterized much British output over the years.

Mills' initial efforts go far to cause catastrophe within his own household, alienating his better-half, Yvonne Mitchell. Through a delightful twist of writing treatment, Holland sees to it that one of Mills' most-spirited followers (with the unique title of Icarus) never crosses camera-vision, and therein lies an enterprising showman's chance for unique exploitation. Icarus figures prominently in later developments, as his stolen plane is flown to Vienna in the herculean peace campaign. Alastair Sim is a veritable tower of strength in a featured role.

Running time, 87 minutes. General classification. Release, in September.

A. M. W.

Rock Around the World

American-International

The considerable market that patronizes the picture with the rock and roll beat should find this Anglo-Amalgamated Films attraction, released in the U.S. by American International Pictures, very much to its liking. Something like 14 songs are heard before the fadeout; moreover, there's the considerable presence of Britain's Tommy Steele, not a stranger to the rock-and-rollers on this side of the Atlantic, and one Nancy Whiskey of "Freight Train!" recording fame. Also pacing through the footage are Chris O'Brien's Caribbeans, Humphrey Lyttelton's Band, Tommy Eytle's Calypso Band and other aggregations.

The thin story thread follows Steele on overnight catapult to musical stardom after lengthy hospitalization. Another Briton, of humble origin, finds himself at the top tier of show business, through the vagaries of teen-audience reception. The score contains everything imaginable—and then some—in the popular beat field.

Running time, 71 minutes. General classification. Release, in August.

A. M. W.

Short Cut to Hell

Paramount—VistaVision

JAMES CAGNEY HAS put his long years of experience as an actor of the more violent type in pictures of violence to excellent use in his transition to a director. Using new and most promising talent, this new version of a Graham Greene novel, first made as "This Gun for Hire," is full of action, suspense and varied acting pace.

Cagney's two candidates for Fame of tomorrow are Robert Ivers, who with a young and innocent face handles the menace of the hired killer in the best gangster tradition, and Georgann Johnson, who brings a new and fresh face and manner to her role as the fiancee of the detective. Both are excellent in this offering and, even more importantly, offer great promise for the future.

Ivers is a gunman who is paid off by Jacques Aubuchon, agent of the crime syndicate, for a murder job in marked bills. Discovering the bills are hot he vows to kill Aubuchon. Trailing him to Los Angeles, headquarters of the gang, he accidentally becomes entangled with Miss Johnson who is on the same train, bound for a singing job in a nightclub. Her boy friend, William Bishop, has been assigned to chase Ivers. Suspense builds as the girl in turn is held captive by Ivers and by Aubuchon until the ultimate chase through a giant aluminum factory.

A surprise ending brings Ivers' death at the hands of the police but not before he kills Aubuchon, first tricking him and the boss of the syndicate into a recorded confession.

Too diligent an attempt to establish psychological motivation for Ivers' killer instinct leads to some wordy passages which retard the action to some extent, especially at the beginning and in the big factory chase, but here again his and Miss Johnson's talent is sufficient to overcome the script handicaps.

Cagney directed with the sure hand for action which he learned through experience and his name in association with the picture should prove an exploitable asset. Production was by A. C. Lyles.

Running time, 87 minutes. General classification. Release, September.

J.D.I.

Slim Carter

Universal

A HAPPY POTPOURRI of sentiment, slapstick, satire and songs makes "Slim Carter" a pleasant addition to Universal's long list of entertaining and profit-making family-type pictures. Although a bit more sophisticated than some others, nevertheless its comedy is broad enough and its sentiment open enough to give it wide appeal.

"Slim Carter" is the name given by a Hollywood studio to Jock Mahoney, a night club entertainer, who is discovered by press agent Julie Adams. She thinks he has all the makings of a great Western star, as her father was, and after much coaching and time, he does become a star. However, as a human being, he's a rather sorry lot, being conceited, penurious and a wolf in cowboy's clothing. His eventual comeuppance is only a matter of time.

The device employed by screenplay writer Montgomery Pittman is a "Slim Carter" contest winner whose prize is a month's visit with Mahoney at his palatial ranch. The winner proves to be young Tim Hovey, an orphan guaranteed to melt anybody. Master Tim not only chuckles his way into Mahoney's affections, but also manages to play Cupid for his idol and the press agent and acquire a mother and father in the process.

The film telegraphs its plot manipulations rather obviously once the youngster appears on the scene and Mahoney's sudden transformation from synthetic hero to the real thing is too abrupt to be believable, but its interest never lags, its sentimentality never gets out of hand and its humor is pretty funny.

The picture, photographed in Eastman Color, was produced by Howie Horwitz, directed by Richard Bartlett and based on a story by David Bramson and Mary C. McCall, Jr.

Running time, 82 minutes. General classification. Release, in November.

JAY REMER

08/15

Times Film

HARTFORD, Conn., Sept. 26

A former Nazi, Hans Helmut Kirst, was responsible for a 1950 international best-seller, "The Revolt of Gunner Asch," a vividly anti-militaristic story of barracks life, such as it was, in a 1939 Army camp somewhere in Germany. Essentially an attack on Nazi aims and objectives, Kirst's novel set up a storm of protests from die-hard followers of Hitler's philosophies; at the same time, pacifists in that torn land hailed the publication of a reformed Hitlerite's commentary on a not-so-long-gone era in contemporary society as deserving of accolades.

Kirst writes of the high-water mark of the Nazi regime through the eyes, thoughts, dreams and aspirations of a lowly enlisted man, admittedly a low cog in a once mighty military machine. His so-called hero, one Private Asch (Joachim Fuchsberger), is a rebellious sort, not given to kowtowing to authority, commissioned or non-commissioned. He is a member of the German Army, true, but never necessarily part-and-parcel of Nazi thinking.

Only when his best friend, Private Vierbein (Paul Bosiger) is made the brunt of too many injustices doled out by higher echelon, does Asch's personal revolt break out, suddenly, violently. Barracks Chief Wilfried Seyferth, regular service officer, wants to avoid publicity emanating from possible court martial, and promptly makes three decisions, upshot of which finds Asch a sergeant, and two main non-commissioned trouble-makers given their just desserts.

Paul May has directed with insight and perception, and Heinz Holscher has photographed adroitly, catching mood and motivation. German dialogue has been dubbed into English.

Running time, 100 minutes. Adult classification. Release, not set.

A.M.W.

Ed Sullivan Will Cover Big 'Raintree' Opening

Special to THE DAILY

LOUISVILLE, Sept. 26.—Ed Sullivan will fly here from the Coast Wednesday, Oct. 2, for coverage of the premiere ceremonies in connection with the opening of "Raintree County" at the Brown Theatre, and then will return to New York to present film coverage on his TV program the following Sunday. Eva Marie Saint, one of the stars in the M-G-M feature, who will act as official hostess at the premiere, will appear on the Sullivan program.

Monitor, the NBC network radio feature, will also cover the festivities. During the course of the program, Louisville stations will be on the air with full coverage for the territory. News of the Day, the M-G-M newsreel, will film the event for theatres.

Multiple City-Suburban Bookings Successful

Major Firms Find the Plan Advantageous

(*Continued from page* 1)

and has crossed the international boundary to Toronto. In a few cities, notably Milwaukee, there have been protests from exhibitors over disturbance of the established releasing patterns.

Irving Sochin, general sales manager for Rank Film Distributors of America, who adopted the plan immediately after Columbia had scored sensationally with 86 New York bookings on "Garment Jungle" last Spring, is completely sold on its continuance.

Universal-International is studying future use, principally as the result of returns on 12 dual bills in Chicago.

MGM is about to revert to massed regional bookings for one picture at least—Elvis Presley's "Jailhouse Rock" —which will go into 400 southern houses in October.

Warner Brothers an Exception

Warner Brothers has not used the plan as yet and has no present intention of doing so.

United Artists tried it in Chicago on "The Fuzzy Pink Nightgown," but there are no plans for more tests in the near future.

Paramount, which has made three tests, will fit its release to the type of picture and has not decided what these pictures will be.

Plans of 20th Century-Fox are uncertain, but the 20th-Fox International Corp. is about to disturb the traditional setup in London by simultaneous releases of "A Farewell to Arms" in 15 selected theatres in as many sections of London for runs. Heretofore, all showings in the British metropolis have started in the West End and have been followed by groups of 50 to 60 theatres each in sections of the metropolis.

Spyros P. Skouras and Murray Silverstone believe this plan dissipates a lot of the promotional value created by the West End openings. Where the themes of the pictures seem to warrant, the first run showings will be used in other cities at the time of the London openings.

The latest multiple opening in city territory was "Will Success Spoil Rock Hunter?" (20th-Fox), which was opened in 98 theatres in New York City and surrounding territory, including Westchester, seven spots in Nassau County on Long Island, seven in New Jersey, and seven in New York state points running as far north as Monticello. All the showings were on a dual bill basis, with "The Third Key" (RKO) making up the other half of the program in most places.

Some Distributors Grumble

The long delay between key city openings in this country and the late subsequents has been a standard source of complaint among exhibitors for years. Now, due to the use of downtown first runs for the long-run super specials, the distributors do some of the complaining because they have to wait for bookings and income.

Columbia Pictures gave the city-wide multiple runs an important boost and stirred widespread interest in them early last Spring with "Garment Jungle." The labor scandals were getting into the headlines at the time the prints arrived in New York. A. Montague, vice-president in charge of distribution, gathered 86 prints as quickly as possible and booked the film into the Loew circuit and 12 to 13 other accounts.

Montague Will Repeat

This was followed by a quick jump to Pittsburgh and vicinity where 22 bookings were made and to Los Angeles for 13 to 15 bookings. Business was so good that Montague said he would repeat the technique whenever a picture arrived that seemed to need that kind of selling. The company has been using multiple bookings off and on in Pittsburgh and Los Angeles for a number of years.

Sochin's success early in July with a 78-theatre opening in the New York metropolian area—New York, Long Island, Westchester and New Jersey—with "Value for Money" and "Out of the Clouds" caused him to intensify the effort elsewhere and on other dual combinations. One to four full-page ads in newspapers, plus tie-ups in 50 Vim stores, helped get the system off to a flying start.

Drive-ins Included

By July 13 he had another combination — "Checkpoint" and "The Black Tent"—on another cycle starting with 12 southern California theatres. Big cities and small went in on this effort, 25 in the Cincinnati area, 15 in Denver, 15 in Providence and surrounding communities, including drive-ins across the state line in Massachusetts; eight each in Salt Lake City and Denver; 30 in Detroit, and six each in Buffalo and Indianapolis. All included drive-ins.

For this bill there were 14 openings in rapid succession. By the end of the month Seattle, Tacoma, Spokane, Milwaukee, Columbus, Louisville, Philadelphia and Pittsburgh had been added to the list, with 94 multiple bookings for August 29 in Texas, five in the Chicago district, six in and around Oklahoma City for September 6.

Same Treatment for Two Others

The same pattern was followed on "Reach for the Sky" and "Triple Deception," a west coast start, followed by New York and Milwaukee in mid-August.

"Out of the Clouds" and "Value for Money" were added to the list August 7 with 20 theatres in the Los Angeles area. With this pair, the New York showings preceded the coast openings.

Multiple dates had been set to September 26 at Houston, Dallas, Fort Worth, San Antonio and Austin in Interstate houses.

United Artists used the plan in Chicago late in August on "The Fuzzy Pink Nightgown" for one week and rolled up a gross of $183,220. This was considered excellent by William J. Heineman, vice-president in charge of distribution, but there are no plans for more in the immediate future. However, 75 area premieres with intensified exploitation campaigns have been set up on this picture.

Twentieth Century-Fox opened "Bernardine" in 24 spots in the Los Angeles exchange area, a practice it has followed for a number of years on many films. New York and out-country dates are set on the usual basis, but future plans are uncertain at this time.

'Presley' Move Paid Off

Paramount sales executives shrewdly put over "Loving You," Elvis Presley's film, by disregarding Broadway in favor of the Loew's Circuit. This was a huge success and the same tactics were used in Boston. "Omar Khayyam" received this treatment in New York, Pittsburgh and Los Angeles. Twenty-three theatres played the film simultaneously in Los Angeles. "The Lonely Man" was also handled in this way.

The treatments have varied on each picture, but the reports of good grosses have been uniform. On "Night Passage," which was in one of the Chicago U-I duals, the gross was $125,000 in one week.

In the Cleveland area some exhibitors found the words "First Run" in their ads were valuable. In some spots admissions were advanced five cents on these bookings.

Say Resultant Grosses Are Uniformly High

MGM Studies Extending 'Rock' Plan Elsewhere

MGM will open "Jailhouse Rock" with a tremendous regional campaign in 400 theatres at Memphis and surrounding communities in Tennessee and adjoining states. This will be the first stunt of this kind of MGM in a long time.

Because of the huge number of prints required, the openings will be staggered over two weeks. Whether this method will be moved into other sections has not been decided.

Paramount

(*Continued from page* 1)

added that income from so-called special items, including capital gains, is running behind last year so far with projections for the rest of 1957 difficult to determine as of now. The company reported a net last year of $4.43 a share, of which less than half, or $2.17, came from operations.

Balaban attributed hopes for the company to show an improvement in earnings in 1958 to "negotiations now going on—particularly in the field of television." Questioned on the possibility of Paramount selling its library to TV, Balaban said: "We're still waiting for the right price. So far, the waiting hasn't hurt us—the price is rising."

Paramount is the only major U. S. distributor that has not yet leased its old films to TV.

Toll-TV Tests

(*Continued from page* 1)

that it would accept applications from individual stations for proposed toll TV tests, ordered the staff to draw up an order outlining conditions for the application and tests. The staff has now done this and is beginning to circulate this draft order through the Commission.

However, it must be checked by top officials of the Broadcast Bureau, the chief engineer, the general counsel and then by individual commissioners. Each of these could suggest changes. A final commission meeting on the order would depend on how fast the draft circulates and how many changes are sought. Commission officials believe that late next week would be the earliest possible date for a meeting on the order, and that it could easily be later.

U-I Modified Regional Plan For Hughes' 'Jet Pilot'

Universal-International reverted to a modified form of the massed regional opening on Howard Hughes' "Jet Pilot" in over 400 key and sub key situations September 19 after a concentrated advertising campaign which is said to have run up to $1,000,000.

In addition to the magazine and Sunday supplement advertising, billboards were used extensively and general advertising support on a co-operative basis was extended to theatres. Future use of both regional openings and multiple openings are now under study.

Television Today

CBS TV Deal In St. Louis

The Columbia Broadcasting System, Inc., announced yesterday the purchase, subject to FCC approval, of the television assets of KWK, Inc., licensee of Channel 4, St. Louis, Missouri. Radio stations KWK St. Louis, and WGTO, Haines City, Florida, licensed to KWK Inc., are not involved in the transaction. The price of the television assets is approximately $2,500,000.

CBS has also agreed to purchase for $1,500,000 from the St. Louis "Globe Democrat" the studio and real estate used by KWK-TV in its operations.

Concurrently CBS announced that it had entered into an agreement with 220 Television, Inc., St. Louis Telecast, Inc., and Broadcast House, Inc., "pursuant to which the three entities terminate all litigation involving CBS, Inc.'s right to Channel 11 in St. Louis which the FCC awarded to CBS after comparative hearings. In return, CBS subject to FCC approval, has agreed to assign its construction permit to 220 Television, Inc."

CBS said that its purpose in the transaction was "to provide to the viewers in the St. Louis area full CBS Television network and local service at the earliest possible date while at the same time providing viewers with continuity of the CBS Television network programs on Channel 4 in St. Louis."

Ziv TV Adds New Office Space in N. Y.

As the next phase in its recently announced expansion program, Ziv Television Programs, Inc., has taken new office space to house its sales organization in New York. An entire tower floor of 444 Madison Avenue will be the new headquarters for the New York sales staff of the national and syndication sales departments.

Working out of this office will be the national sales department headed by James Shaw, the eastern syndication sales staff directed by Jack Gregory, and the New York syndication sales staff with Len Firestone, sales manager.

New York headquarters for the Ziv Company will remain at 488 Madison, where executive and administrative personnel will be located. M. J. Rifkin, vice-president in charge of sales, will be at the 488 Madison offices.

New Post for Bowman

PORTLAND, Ore., Sept. 26.—Marc Bowman, well known theatre manager, has been named production manger at radio station KPQ in Wenatchee. He had a similar position recently with KOIN-TV in Portland.

Telemeter

(*Continued from page* 1)

member, and Chester I. Lappen, vice-president will arrive from the Coast Monday where they have been holding demonstrations of the coin box TV system similar to those held in New York.

Conferences are scheduled with Paramount Pictures executives about franchises and other problems.

Opposition to Pay-TV Lessened: MacNamara

From THE DAILY Bureau

HOLLYWOOD, Sept. 26 — Delegates to the annual convention of the National Community Television Association heard opposing views on the future of toll television here yesterday. Speakers included Paul MacNamara, vice-president in charge of public relations for International Telemeter Corp., and Jack D. Wrather, Jr., producer of several filmed TV shows and owner of KFMB-TV in San Diego.

McNamara said it appears that opposition to pay-TV is being reduced among motion picture exhibitors. He said the cable operators and theatre owners could work together for mutual benefits.

Wrather Sees 'Preconceived Notions'

Wrather, on the other hand, felt the "preconceived notions" of exhibitors would harm toll-TV development. The system of "films in the home is basically unsound," he asserted, "for exhibitors will not compete with themselves."

The convention also heard E. Stratford Smith, general counsel for the association, oppose the possibility of government regulation of toll TV. He urged the members to "resolve immediately the question of federal supervision."

Guild Shoots in Mexico

Guild Films will begin production in Mexico Monday on "Light of the World," a series of 39 half-hour films depicting Biblical stories. Starring in the first episode of the series, "Flight of David," are Albert Dekker, Richard Derr and Mary Anderson, under the direction of Don Weis. The shows are being photographed in color. Roger Carlin is associate producer and Sid Ellis, story editor.

Edsel Takes 'Wagon'

The Edsel division of the Ford Motor Company has purchased the full-hour sponsorship of NBC-TV's new "Wagon Train" on alternate weeks, effective Oct. 23. The series is seen every Wednesday night 7:30-8:30 P.M., NYT. It is co-sponsored on alternate weeks by the Drackett Co. and Lewis-Howe Co.

Sweepstakes

(*Continued from page* 1)

to a sub-committee for study and planning.

With the industry in agreement to sponsor the Academy Awards presentation telecast next March, cooperation with the Sweepstakes is said to have been assured already. Considerably more time for planning and completing arrangements will be available this time than was the case with the initial Sweepstakes last winter. This is expected to permit not only national, instead of local participation, but also a better arranged promotion which will attract more participants and keep interest alive beyond the Awards presentation by means of continuing special events.

Participation Was Limited

Exhibitor participation in the Sweepstakes last March was relatively limited, but those exhibitors who did use it were enthusiastic about its possibilities. Under the Sweepstakes plan then, theatre patrons matched their choices for Academy Awards against those of the Academy members, with locally promoted prizes for winners. On a national basis, local winners could next compete for national grand prizes after the Awards presentations, thus continuing national interest beyond the "Oscar" night itself.

One suggestion has been that the grand prize be a model home, completely furnished, and that finalists compete or draw for it in Hollywood.

Exhibitor criticism of the Sweepstakes last spring centered mostly on the eligibility of "specials" that most exhibitors hadn't played and couldn't get. "Around the World in 80 Days" won the best picture and other categories, yet very few theatres had played it.

Some Prefer COMPO Plan

Exhibitors also felt that to some extent Sweepstakes was less satisfactory to the public than the Audience Awards promoted by Compo in that it pitted patrons against professional Academy members whereas the Audience Awards provided the public with an opportunity to express its own preferences in pictures and performances with no relation to actual Academy awards.

F. H. Ricketson, vice-president of National Theatres, is chairman of the Audience Awards currently, but it appears unlikely that it will be activated this year, largely because industry people who normally would plan and conduct it will be otherwise engaged with the various phases of the industry's business building program.

RKO to Handle 'Rodan'

HOLLYWOOD, Sept. 26 — King Brothers and Distributors Corp. of America have closed a deal for RKO Radio to handle foreign distribution of their "Rodan," made in the Far East by Toho Productions, which will distribute the feature in Japan. DCA will handle in U.S. and Canada.

National Pre-Selling

"SAYONARA" is introduced to the readers of "Seventeen's" October issue by virtue of a two-page pictorial spread—over-printed on a scene of a Japanese theatre in the year 1888. Josh Logan, the film's director, has been entranced by Japan since he was a child. He met James Michener in Tokyo some years ago. He suggested to Michener that he write a love story centered in the Far East with a theatrical flavor. "Sayonara," first a novel, now a motion picture, is the result.

Marlon Brando plays the part of the American jet pilot, Miiko Taka plays the Japanese dancer and Red Buttons plays himself.

•

"The Three Faces of Eve," based on a true story of a Georgia woman, victim of multiple personalities, has been selected as the picture of the month for October by "Redbook."

•

"Ever since the movies conceded that cowboy heroes are none the less heroic for being scared stiff of getting shot, westerns have been getting more and more excitingly tense," is "Life's" reaction to the basic theme of "3:10 to Yuma." This new Columbia picture is reviewed in the September 23 issue. "3:10 to Yuma" impresses the "Life" reviewer as the best western since "High Noon"; that it is an exercise in fear, which is slowly applied and gradually increased, reaching its climax in a wild rush for a train through the back alleys of an Arizona town.

•

A provocative photo of Kim Novak reclining on a tiger rug, reminiscent of the Theda Bara days, illustrates the review of "Jeanne Eagels" appearing in the September issue of "Coronet."

•

"The Joker is Wild," the biography of Joe E. Lewis, the witty night club entertainer who enjoys hard drinking and heavy gambling, is awarded the position of the featured review in the October issue of "Cosmopolitan." Frank Sinatra plays the part of Joe E. Lewis, with Jeanne Crain and Mitzi Gaynor as two of his girl friends. Lewis said, "Frank Sinatra had more fun playing my life than I had living it."

•

"Sayonara," starring Marlon Brando, which will have its world premiere at Radio City Music Hall, will be aided by the Bantam Book edition of James Michener's Far East novel which is on news stands and book stalls across the nation.

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 82, NO. 63 NEW YORK, U.S.A., MONDAY, SEPTEMBER 30, 1957 TEN CENTS

Long-Awaited

FCC's Report On Networks Due Thursday

Plan Permanent Office To Handle Net Problems

By J. A. OTTEN

WASHINGTON, Sept. 29 — The Federal Communications Commission said it would issue Thursday the long-awaited report of the special staff study on network broadcasting.

At the same time, it said it would set up a special office within the Commission to handle network problems on a permanent basis.

A special staff group, headed by Dean Roscoe L. Barrow of the Cincinnati Law School, has been studying radio and television network practices for over a year now. Both FCC officials and members of Congress

(*Continued on page* 4)

Economies Pledged By NT's Managers

Special to THE DAILY

SOLVANG, Calif., Sept. 29—Theatre managers attending the National Theatres convention here pledged collectively, in final meeting on Friday to save the circuit a million dollars in the coming year by installing operational economies outlined dur-

(*Continued on page* 4)

Settle Counter Suits Of Zenith and RCA

Special to THE DAILY

WILMINGTON, Sept. 29 — Judge Paul Leahy in U.S. District Court here on Friday signed an order approving a stipulation of attorneys and dismissing with prejudice all claims

(*Continued on page* 4)

Television Today

Page 4

Inroads Made on Problem of Variety

Detroit Subsequent-Runs Provide Wide Choice of Fare for Patrons

Special to THE DAILY

DETROIT, Sept. 29—Exhibitors in this city and immediate vicinity have made definite progress toward varying the subsequent-run dual bills so that theatres in contiguous areas are not competing with each other and annoying those patrons who want to see something different without traveling long distances.

Like many other metropolitan areas, it used to have an excess of duplicated bills that had made a definite first-run impression downtown.

Last week the 93 four-wall theatres and 22 drive-ins had a wide variety of combinations to offer.

All were dual bills. One, "The Delicate Delinquent" and "Dragoon Wells Massacre," was something of an epidemic in 14 four-wall houses and ten drive-ins. To keep this bill separated,

(*Continued on page* 5)

Landau NTA Chairman; Unger Now President

In a move described as reflecting the expansion of National Telefilm Associates, Inc., Ely A. Landau, co-founder and president, has been named chairman of the board and chief executive officer of the company, it was announced at the weekend.



Ely Landau

At the same time, Landau announced that Oliver A. Unger, who has been executive vice-president, now becomes president and Harold Goldman, who held the post of vice-president in charge of sales, moves up to executive vice-president. Edythe Rein, vice-president in charge of operations and administration, becomes senior vice-

(*Continued on page* 4)

A.A. 20th Anniversary Drive Begins Friday

Allied Artists' "20th Anniversary Drive" will be inaugurated on Friday to commemorate the company's 20 years as a film producer and distributor and its emergence "as a supplier of top quality product," Morey R. Goldstein, vice-president and general sales manager of the company, announced at the weekend.

Goldstein called the drive "a salute

(*Continued on page* 5)

EDITORIAL

The Case of the 'Little' Film

By Sherwin Kane

MANY DISTRIBUTORS have been insisting for long that the little pictures have outlived their day, that there is no market for them (except for the occasional low-budget novelty, fad or gimmick picture), and that only the super production has a chance.

On the other hand, most exhibitors continue to complain that they have insufficient product from which to choose, either in the area of top attractions or diversified programming. The result, they contend, is that theatre operation is becoming a seasonal, rather than a year 'round business.

It may well be that the exhibitor is right; that there is, in fact, a direct relationship between the cult of the blockbuster or nothing, and of violent fluctuations in theatre attendance graphs.

And it well may be that the industry is in large measure responsible

(*Continued on page* 2)

At Kiamesha Lake

Business Aids Top Slate for Allied Meeting

Senator Morse Set as Final Banquet Speaker

From THE DAILY Bureau

WASHINGTON Sept. 29. — Allied States Association will place special emphasis on "measures for increasing theatre attendance" at its annual convention to be held in the Concord Hotel, Kiamesha Lake, N. Y., Oct. 28 through 30, it was reported in a statement issued from the organization's headquarters here at the weekend.

Senator Wayne Morse of Oregon will be the principal speaker at the convention banquet the statement also said. It did not specify what his subject would be beyond saying it would have "special interest to small business men."

Business building plans to be discussed by the delegates will include those "being formulated by the Motion

(*Continued on page* 5)

Closed Circuit TV Set For SMPTE Discussion

Closed circuit TV will be one of the most important topics to be discussed at the 82nd convention of the Society of Motion Picture and Television Engineers in the Sheraton Hotel, Philadelphia, starting Friday for six days.

Five papers are scheduled on closed TV as it pertains to education and entertainment and there will be three papers on video tape recording.

Donald Kirk, Jr., of the Jerrold

(*Continued on page* 5)

N.Y.C. Officials Assure Jubilee Cooperation

Full cooperation of New York City officials was assured the New York Committee for the celebration of the Hollywood Golden Jubilee following a two-hour session Friday in the office of commissioner Emma Alden Rothblatt of the Trade and Public Events

(*Continued on page* 5)

PERSONAL MENTION

JAMES E. PERKINS, executive vice-president of Paramount International, and HENRY GORDON, Latin America division manager, will return to New York tomorrow from Lima, Peru.

•

R. E. WARN, vice-president of Westrex Corp., has returned to New York from Hollywood.

•

RALPH COHN, executive vice-president and general manager of Screen Gems, left here on Saturday for London via B.O.A.C.

•

S. A. HENRIKSEN, Paramount manager in Denmark, will arrive in New York on Wednesday from Copenhagen.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, will leave here today for Boston, after which he will go to Washington.

•

LOUIS A. NOVINS, president of International Telemeter Corp., has arrived in New York from Hollywood.

•

LEONARD KAUFMAN, Paramount attorney, has left New York for Salt Lake City.

•

RUSSELL HOLMAN, Paramount Eastern production manager, has returned to New York from Hollywood.

Rabbi Lookstein Will Present Rosen Scroll

Rabbi Joseph Lookstein of the Kehilath Jeshurun Synagogue and one of America's foremost Jewish educators will present the Cinema Lodge, B'nai B'rith "honor scroll" to Samuel Rosen, executive vice-president of Stanley Warner Theatres, at the night in honor of Rosen to be held in the Grand Ballroom of the Hotel Sheraton-Astor Wednesday night.

Rabbi Lookstein has been the spiritual advisor to the Rosen family for many years. Principal speaker of the evening will be Arnold Forster, general counsel and director of the Civil Rights Division of B'nai B'rith's Anti-Defamation League.

Screen Cartoonists Hold Fifth Festival

From THE DAILY Bureau

HOLLYWOOD, Sept. 29. — The largest number of animated film entries in the history of the Screen Cartoonists Guild was shown here last night at its fifth annual Film Festival, held at the Hotel Ambassador.

The only one of its kind in the U.S., the festival is a non-competitive event sponsored by the independent craft union which represents the bulk of the commercial and many of the entertainment animators in the Hollywood area. The reels shown featured the best animated television commercials produced during the past year by the entering studios.

EDITORIAL

(CONTINUED FROM PAGE 1)

for the seemingly unpredictable and inexplicable public reaction to new releases considered to be tops, such as the past summer's experience revealed.

WE MIGHT ASK ourselves the question: Did the public tire of "small" pictures, or did the industry kill them?

Did television actually foist this upon us? Or did we sell it to ourselves?

Experience has taught all of us that a big budget alone does not infallibly produce a big picture. Yet while the cult of fewer-but-bigger pictures was out-shouting all other voices, the "big treatment" was given to all big budget pictures, regardless of obvious variations in their quality and appeal to the public. For each and every one of the "fewer but bigger" releases there was the bigger ad budget, the hoopla and "hypo" on the bigger scale, the sneak previews and the glamour premieres, the extra promotion and publicity, all in keeping with the picture's budget, if not its potential earning capacity.

These drew all the attention. Relative silence, not only before the public but even in the advertising columns of the industry press, accompanied the release of the "little" pictures.

This was notice to the public and the exhibitor from the inside that "We don't think much of these little fellows ourselves."

Is it any wonder the public wasn't attracted to them?

But we in the industry had a glib explanation, as always. "The public is becoming very selective," we told ourselves. "It's shopping more carefully than ever for its entertainment."

IT WAS NOT LONG before the "fewer but bigger" production policy led inevitably to reserving these bigger ones for release either in the summer months or at the few top holidays throughout the year. There was very little in top-advertised and promoted releases in-between.

Certainly, this too must have trained or at least encouraged a large segment of the public to remain away from theatres except on rare occasions outside of holiday times and in July and August. The result is indeed tending to make theatre business a seasonal one.

The grave danger of this, more serious even than the intervals of depression which stem from it, is that it helps to break the movie-going habit in the theatres' oldest and staunchest customers, while at the same time discouraging, or making it difficult, for the new young customer to develop that habit.

We have, in short, helped train and encourage the public to become so selective that when even a big one falls short of the exceptional, despite its formidable budget and production properties, all too many of them have no difficulty in passing it by. That could explain the disappointing experience last summer of some of the bigger productions.

But there are encouraging signs to be discerned. Any number of well-made, modest budget pictures turned loose on the market without benefit of premieres or pompous ballyhoo, or vacation and holiday dates, are attracting a profitable following on all levels of release.

Should this develop into a trend and continue, it might well be that the industry would regain an audience of casual but habitual patrons that it has done practically nothing in recent years to cultivate.

Spokane Theatre Books Eight Foreign Films

Special to THE DAILY

SPOKANE, Wash., Sept. 29—The Dishman Theatre in the Spokane valley will show a series of eight foreign films, beginning Oct. 1 and running through Nov. 21, E. W. Baker, owner and manager, has announced.

The pictures booked are all first run for the area and will be shown three days a week.

Rule Admission Ceilings In Brazil Are Legal

Special to THE DAILY

RIO DE JANEIRO, Sept. 29 — United States motion-picture importers and exhibitors here lost their legal battle to boost theatre admission prices when the Federal courts ruled last week that ceilings imposed by the National Supply and Price Authority (COFAP) are not unconstitutional.

The maximum film admission in Brazil is 18 cruzeiros for wide-screen presentations, which is equivalent to about 27 cents in U.S. currency. The maximum admission for standard-ratio films is 12 cruzeiros, or about 18 cents.

D.C. Confab, N.Y. Board Meeting Call Yates East

H. J. Yates, president of Republic Pictures, is scheduled to attend the industry conference in Washington on Oct. 10 called by the Department of Justice to discuss authorization for divorced circuits to engage in production and distribution.

Invitations to attend the meeting have been sent to most companies and to industry organizations.

Yates will come to New York the following day for a meeting of Republic's board of directors. So far as can be learned, there are no current negotiations under way for the purchase of Yates' controlling stock interest in Republic. The Joseph Harris-Joseph Blau syndicate which had bid for the stock, threatened suit recently, charging Yates refused to consummate the deal after they had met preliminary conditions.

AB-PT Annual Meeting Begins in Rye Today

The annual convention of American Broadcasting-Paramount Theatres will begin today at the Westchester Country Club in Rye, N. Y., and continue through Wednesday.

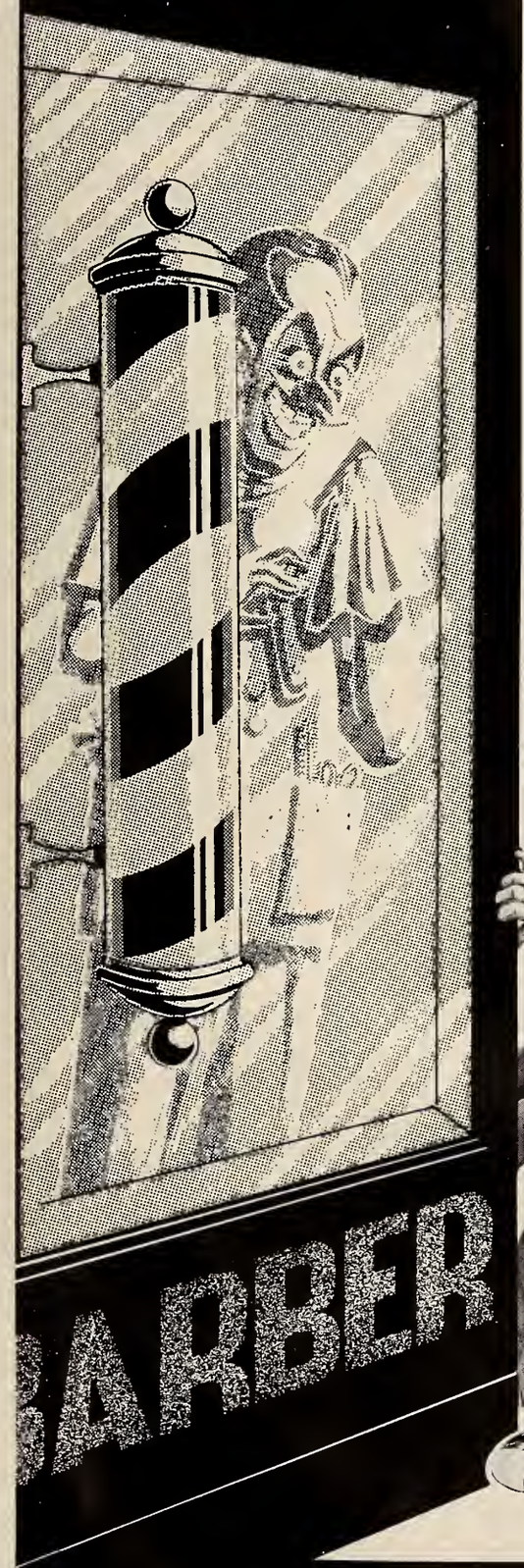
On the agenda are operational and management matters, as well as industry problems. The delegates will also discuss vice-president Edward L. Hyman's plan advocating release of important pictures at regular intervals rather trhran at certain peak periods of the year.

'Joker' Does $12,000

Paramount's "The Joker Is Wild" grossed $12,000 on the opening day of its world premiere engagement at the Capitol Theatre here last Thursday, the company has reported.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

A CLOSE SHAVE FOR BABY!



When you get a haircut today, the price is 190 per cent more than it was in 1940!*

We are not splitting hairs when we urge you to compare this type of an increase to the negligible price rise, if any, that some of you gave the Prize Baby during this same period.

Then you must realize that the Prize Baby has had a close shave continuing the kind of service that acts as a box office tonic at little expense.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

*FIGURES COMPILED FROM THE CONSUMER PRICE INDEX, BUREAU OF LABOR STATISTICS, U. S. DEPT. OF LABOR

Entertainment

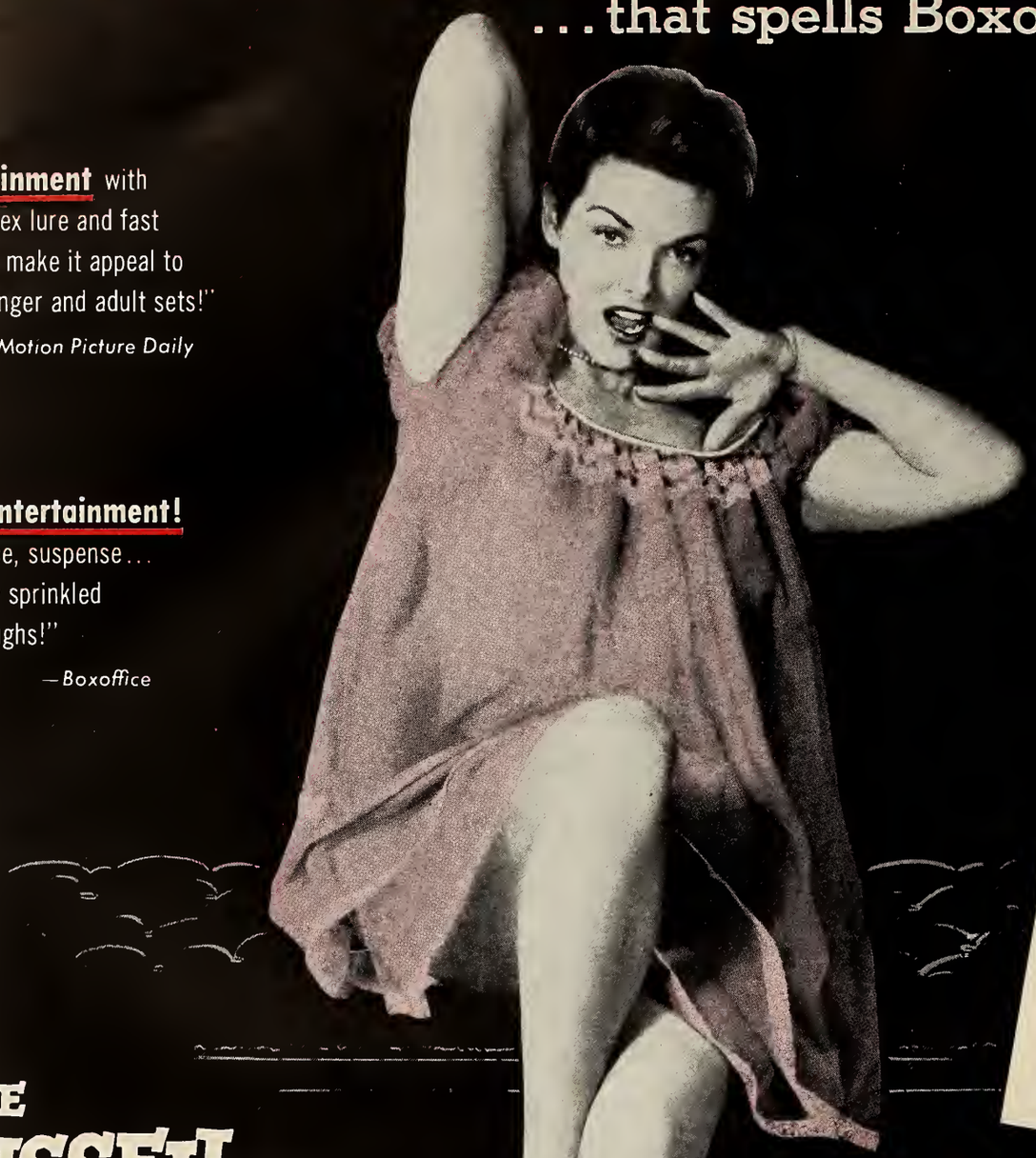
...that spells Boxoffice!

"**Entertainment** with enough sex lure and fast action to make it appeal to both younger and adult sets!"
—*Motion Picture Daily*

"Rollicks merrily along and will be enjoyed by all! Pleasing **entertainment!**"
—*Film Daily*

"Good **entertainment!** Has pace, suspense... liberally sprinkled with laughs!"
—*Boxoffice*

"Enjoyable film fare! Comedy-drama that will amuse and **entertain** audiences!"
—*Showmen's Trade Review*



WATCH FOR IT in...
CLEVELAND—Loew's State
DENVER—Paramount
WASHINGTON—Loew's
BUFFALO—Shea's Buffalo
DETROIT—Michigan Theatre

JANE RUSSELL



KEENAN WYNN
He held the gal at gun-point—but then she got into that nightie...



and RALPH MEEKER
as MIKE
He thought the dame was a soft touch—but every time he touched her he got scorched!

the fuzzy pink nightgown

co-starring FRED CLARK
with UNA MERKEL · BENAY VENUTA · ROBERT H. HARRIS
BOB KELLEY · DICK HAYNES · JOHN TRUAX · MILTON FROME
Also Starring
ADOLPHE MENJOU

Screenplay by RICHARD ALAN SIMMONS · Based on a novel by SYLVIA TATE
Produced by ROBERT WATERFIELD · Directed by NORMAN TAUROG
A RUSS FIELD PRODUCTION

YOU'VE SEEN EVERYTHING WHEN YOU SEE it!...

THRU UA

LIBRARY OF CONGRESS
0 007 551 620 4